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ABSTRACT

This series of reports provides regular updates on the actions taken by California colleges in coping with a difficult economy. The reports, produced in March, June, August, and October of 1994, review the impact of budgetary shortfall on 107 California Community Colleges (CCC), 20 California State Universities (CSU), 8 Universities of California, and 63 private colleges. An overview of budgetary impact on the CCC, CSU, and UC systems is provided, as well as specifics by campus. Highlights of the 1994 reports include the following: (1) CCC's expect to lose $60 million because of a shortfall in property tax revenues, exacerbated by losses incurred during the earthquake; (2) CCC's headcounts dropped 9%; (3) CSU trustees voted to increase CSU presidents' salaries by 8.6%; (4) CSU instituted a new policy of admitting only as many students at the state would pay for resulting in a 13,000 decline in enrollment; (5) UC undergraduates will have to pay $620 more in fees in 1995; (6) in 1 year, more than 160,000 student vanished from California public colleges; (7) more than 900 UC professors will take advantage of early retirement at the end of the 1994-95 academic year; (8) after several years of declining enrollments, UC projects its largest incoming class of California freshmen in 126 years; (9) in the past 3 years, about 2,000 UC faculty members have accepted early retirement; and (10) in fall 1993, 61% of first-time freshman at CSU were minorities. (KP)

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How Colleges Are Coping

Numbers 14 - 17, March - October 1994

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JC 950 060

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How Colleges Are Coping

March 1994 • Report No. 14

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Allan Hancock College - The president estimates that the governor's proposed budget will mean a $800,000 deficit in the district budget. The budget now includes $450,000 to replace about half of the college's 36 unfilled positions and another $100,000 contingency fund for supplies and equipment. The board approved a 2% across-the-board salary increase for managers, supervisors and confidential staff. With adjustments in medical coverage, the total cost of adjustments is $26,000. (Staff newsletter 1/25) The board ratified the first faculty contract in the history of the college. The three-year agreement calls for a 2.5% salary equity adjustment for all faculty, retroactive to July 1, 1993, followed by a 1.5% increase effective Jan. 1, 1994. As a partial offset to the equity adjustment, the agreement eliminates the physical and eye examination benefit . Additional funds were made available when the college switched health care providers. The board voted to reinstate the golf team after accepting a donation of $4,175 from a community group. (Staff newsletter)

College of Alameda - Faculty and students are being polled on whether the college should remain on a quarter calendar or adopt the semester calendar used by the three other district colleges. Whether to maintain or revamp the calendar is part of an overall restructuring plan to streamline administrative costs and prepare for the future. Spring quarter enrollment fell 3%. (Alameda Times-Star 1/31, The Alameda Journal 2/3)

American River College - Fifty-one spring semester classes were canceled, many because they did not reach the 20-student enrollment minimum. The dean of arts/home economics reported that three hospitality classes and two theater arts courses were canceled. In business, there were cuts in public administration, but three classes were added in accounting and computers. The baseball team has set up fund-raisers to purchase jerseys and field grooming equipment. (Student newspaper 1/27)

Antelope Valley College - The new three-year faculty contract calls for no pay raise this year, but salaries can be renegotiated during the next two years. The college agreed to pay full benefits for full-time instructors, although part-time faculty are still not covered. The contract includes four months of unpaid family leave in a 24-month period and teachers would be guaranteed their positions upon returning. The contract also dedicates for faculty use $35,000 the college saved by enacting a retirement incentive program last spring. Faculty members will be consulted on how it should be spent. (Los Angeles Daily News 12/16)

Chabot-Las Positas CCD - Among preliminary assumptions for developing the 1994-95 district budget: the state chancellor's office has indicated a decrease of 4.7%; the district will have fewer staff members; the decrease in university degree holders has probably stabilized; a larger summer 1994 enrollment will be considered; the district will need an enrollment very similar to what it has in 1993-94 in order to maintain its FTES. (District chancellor's memorandum 12/3) The foundation crab feed, featuring silent and live auctions of merchandise, raised more than $7,500 for instructional equipment and supplies. Last year's event raised $7,000 for the libraries. (Staff interview 2/3)

Chabot College - The student government donated $12,754 to reopen the college library for 10 more hours of operation a week, which were cut as part of budget reductions. This year's budget for the purchase of new library books was reduced from $55,000 to $3,000. Library staffing was not cut, but cuts have been made in audio-visual reference materials. Contracting for bookstore services is an idea being explored. (Hayward Daily Review 1/20, staff interview, Chabot Spectator, staff interview 2/2)

Columbia College - The college has experienced a 15% increase in headcount and administrators believe students who were driven away by higher fees last spring may be returning. (Modesto Bee 2/11)

Compton College - Fall enrollment fell 19% for the second highest drop-off in the state. (Long Beach Press Telegram 12/5) The new president is putting together a citizens advisory committee to get local opinion "on how the college can be the best." The committee's efforts will filter formally into the college process. The president has called for a five-year plan to be completed in February. Reserves and the operational budget will provide at least a partial repayment of the $500,000 the US Department of Education contends was misspent by the previous administration. (Los Angeles Times 11/25)

Cosumnes River College - A joint effort between the city of Sacramento and CRC is taking shape in development of the Community Bowl, a combination baseball and soccer field. In 1988, the college turned development of the property over to the city to build the facility. The college and city will share use of the sports complex. The bowl will join a 3,000-seat gymnasium, currently under construction. The gym is being constructed by the NBA's Sacramento Kings, which will use the facility for practices. Ground will be broken next year on a performing arts complex, to be completed in 1995. (CRC Annual Report 1993)

DeAnza College - The DeAnza Middle College is a collaboration with the joint union high school district that targets drop-out candidates. In 1992-93, 91% of those who entered Middle College completed the program, and of those, 100% said they planned to continue their education. The program has become so popular that the college can take less than half of the students who apply. Students receive double credit for the course work they complete. (San Jose Mercury News 11/26)

Feather River College - The college student information specialist sends a letter in response to admissions inquiries, encouraging a guided tour of the campus and offering to arrange lodging in Quincy. Prospects will also be invited to attend open house on May 21. For marketing purposes, the admissions information sheet asks how the prospective student learned about the college.

Fresno City College - The spring semester saw headcount drop 3.8% and FTES fall by 6%, but the college is still 1,600 over cap. A classified ad in the newspaper "Welding" section placed by FCC's marketing department resulting in 15 students and a full class. On March 8, the college will host 100 fourth graders and have them go through the application process, pick up a mock financial aid check, attend two classes, and collect bookstore give away items.

Gavilan College - The trustees voted unanimously to hire the college's first dean of business services by combining two management positions, the first step in a reorganization plan. The plan includes changes to 11 job descriptions and is expected to save about $121,000. The new position will combine the duties previously performed by the eliminated positions of fiscal services director, and campus services manager. (Morgan Hills Times 11/30)

Las Positas College - Members of faculty and staff have met to discuss possible privatization of the bookstore, an idea endorsed by the student government. (Chabot Spectator 12/2, staff interview 2/10) A experimental television hookup will make possible the teaching of a college health course at a local high school this spring. (Livermore Independent 2/9) Humanities, and language arts instructors will host their local high school counterparts in English, foreign language, drama, music, and dance in a first ever gathering on the college campus. The event will feature a buffet and a musical presentation, but issues such as college preparation will be discussed. (Staff interview 3/3)

Los Angeles CCD - A revised appraisal of the state's economic situation could require the district to cut an additional $3.2 million from its budget before the end of the academic year. District officials are already operating with $10 million less than in 1992-93. The district's budget for 1993-94 was $378.1 million, with about $238.5 million in unrestricted general funds. Officials dealt with this years initial shortfall by cutting back the number of classes offered and deferring maintenance and capital projects on the nine campuses. (Los Angeles Daily News 12/15)

Los Rios CCD - Los Rios colleges reported 47,514 students have enrolled for the spring semester at Sacramento City, Cosumnes River and American River colleges, as well as the Folsom and El Dorado satellite campuses. The figure marks a 1.4% increase over last year. The most dramatic change has been in daytime enrollments, which are up 6%, while evening enrollment has declined by 7%. The shift is attributed to the differential fee for students with university degrees. (Sacramento Bee 2/12)

College of Marin - The board of trustees voted 4-3 against the creation of a maintenance assessment district which would have levied a "minimal" parcel tax to raise funds for campus maintenance. The decision was based on a combination of factors, including pressure from local taxpayer groups and board concerns that there would be no method to address needs of senior citizens and low income and special needs populations. In exploring the option, the board was primarily seeking ways to resolve deferred maintenance needs at its Kentfield and Indian Valley campuses. Under the obscure 1972 law, a part of the California Streets and Highways Code, the trustees could have imposed the tax without a public vote. The tax would probably have been between $20 and $30 a per land parcel and would have had to be renewed each year. It allows agencies such as school, fire and water district to levy taxes but has never been used by a community college district. The district faces a $1.5 million deficit by the end of 1995. The two-campus district has a $28 million budget which will have a $500,000 deficit this year. (San Francisco Chronicle 1/6, San Francisco Examiner 1/4, Staff interview 2/9)

Merced College - The college business manager said the district planned for a property tax shortfall, so it could absorb the $280,000 loss that resulted. (Modesto Bee 2/10) The college is one of eight in the state to quit offering low-interest federally-guaranteed student loans. A third of the college's borrowers defaulted on loans from 1988 to 1990, compared with fewer than one-fifth at colleges of all types statewide. (Valley Times 2/28)

MiraCosta College - The foundation received $46,000 for scholarships from the Anna L. Cardwell trust and raised an additional $11,000 from the end-of-the-year annual giving campaign. Spring semester enrollment is down 4.5% from spring of last year, but FTES have increased. The college has received 63 applications for the president/superintendent position and the board hopes to announce a new CEO as early as April 15.(MiraCosta news release 12/3, Blade-Citizen 2/5, staff interview 2/17)

Modesto Junior College - The spring schedule of classes has advertising which announces, "No fee increase this semester!" In the spring, nine telecourses will be offered. (MJC schedule of classes) A deceased former instructor has left a $544,000 gift to the college, the bulk of which will be used for scholarships. The college accepted $80,000 in other estate gifts in the previous five months. (Modesto Bee 11/12) Spring semester enrollment is 14,459, a 2.2% increase over last spring. The president said more students are taking heavier class loads. (Modesto Bee 2/11)

Ohlone College - The faculty union and administration agreed to end 17 months of contract negotiations with a three-year contract and a 4% pay increase. Rather than distributing that increase across the board, union negotiators chose to raise hourly wages for part-time faculty members by about 7%, from $31 to $34 an hour. Full-time faculty will receive a 2.9% increase this year. (The Argus 11/24). The "Ball in the Mall" fundraiser has been canceled by foundation directors. In 1992, the foundation lost $20,000 and, this year, broke even, but had expenses of $105,000 after turning the NewPark Mall into a Mardi Gras setting with bands, food and floats. About 1,200 tickets were sold for each event, but the foundation needed 400 volunteers to stage the affair and directors felt the time, energy and resources should go elsewhere. The foundation earned $80,000 with its annual Business Roundtable. (San Jose Mercury News 11/15). Money for the new theater's operating expenses and equipment is being sought. One effort is to sell the rights to name seats for up to $500. The theater opens in 1995. (The Argue 1/21)

Pasadena City College - The college is currently 1% over cap, with a goal of being 2% over cap at the end of the academic year. Spring semester headcount is 27,146, including 4,880 in non-credit courses. A full-time "high school recruitment technician" is coordinating stepped-up marketing efforts on high school campuses. The new 2,000-space parking structure will open in the spring of 1995. In addition to campus parking, students are now offered free shuttle transportation and free parking at a lot the

campus leases. Students are permitted to park in staff lots after 5:30 p.m. (Staff interview 2/17)

Placerville Campus, Cosumnes River College - For the first time, five college courses will be offered day and evening at Amador High School in Sutter Creek. Courses will be offered in the early morning hours, before high school classes start, for persons who have to be at school or work at 9am, as well as in the evenings. (Cosumnes River College Progress 2/94)

Peralta CCD - The district's Peralta Planning Project, or P3 as it is commonly called, is comprised of four task groups that will study the areas of instruction, technology, students services and organization. After gathering input from the four district colleges and their communities, the task groups will make recommendations to P3, which will present a report to the board of trustees this spring. The district is also encouraging its colleges to step up visits to feeder high schools. (Alameda Times-Star 1/31, Alameda Journal 2/3.) Because the district lacks funds for enough teachers and sections, Peralta can't accommodate the increased demand for university transfer courses. As a result, 2,500 students are waiting for these classes. By enrolling half of those students, Peralta's attendance could increase by 15% (Montclarion 1/14)

Rancho Santiago College - The college has reopened the library on Saturdays and after noon on Fridays with the beginning of the Spring semester. Last fall, library hours were restricted as part of budget reduction efforts. Spring semester enrollment fell 9%. (Staff interview 2/10)

College of San Mateo - Headcount for the spring semester is down 9%. Looking into joint marketing possibilities among the three colleges. Suggestions include a joint summer class schedule. CSM did not mail class schedules, the other two did. All three produced a brochure which was mailed to every residence in San Mateo County, including a phone number to call for free class schedules. there were more than 4,000 respondents to a mailing of 275,000. (Staff interview 2/3)

San Joaquin Delta College - The college expects to lose about $650,000 due to state property tax shortfalls and, as it did last year, will dip into reserves to make up the difference. (Modesto Bee 2/10) Spring enrollment is 15,477, about 6% less than last spring. (Modesto Bee 2/11)

Santa Barbara City College - The college is examining the marketing plans of other community college districts and is considering a community survey as part of an effort to increase the student population. The college did extensive marketing in the fall semester, when its headcount was down 12%, and even more before the spring semester when enrollment dropped 8%. Those involved in the college wide marketing project include the presidents office, public information officer, student services and counseling office. One of the premises for marketing is the understanding that potential students base their decisions on careers, job training, and higher education on influences deeper than just media advertising. (Staff interview 2/1)

Santa Monica College - 74 fewer course sections are being offered this spring, compared with the spring semester of 1993. The price of a permit to part on campus this spring will increase from $40 to $50. Enrollment fell about 7% last fall. A college budget committee is working to trim the $52 million budget. (The Santa Monica Outlook 12/31) The college sustained $26 million in quake related damage. (Modesto Bee 1/27)

College of the Sequoias - Although revenues are expected to be $85,000 less than last year (the third consecutive year of reductions), the budget is in balance for the first time in four years. The primary reason is that a number of retiring full time faculty members have not been replaced. Salary increases are not included, but step increases are. The balanced budget has several assumptions: FTES of 6,000 (COS was down 4% in the fall); no increase in medical insurance; no growth money or COLA allotment expected; equipment and supply needs are not included; faculty will have class sizes of 27.5 or larger; COS will lose $65,000 in parking fee revenues this fall because of construction. (Inside COS newsletter)

Sierra College - About 60% of the spring semester student population is from outside of the district. (Staff interview 2/2) Spring semester enrollment is up 4.4% - to 14,317

students - from 1993. About 5,000 attend full time. The growth was attributed in part to the addition of about 40 sections of such required courses as history, math and English and an increase in the number of open registration days from three to five. The college has also opened two outreach classroom sites. (Sacramento Bee 2/24)

College of the Siskiyous - District and college operations are undergoing a reorganization under a strategic plan, which has already resulted in the elimination of two administrator positions and hiring of a development officer. The college is exploring new methods of student recruitment and marketing. A $1 million grant will support a new process technology program to aid displaced workers in the Pacific Northwest. The grant includes funding for the program, building and placement service. (Staff interview 3/3)

Ventura County CCD - The new board of trustees president said he intends to ensure that the district's reserve fund, which now is 3% of its $64 million annual budget, is maintained at that amount. The district was placed on the state chancellor's watch list because its reserve fund dipped below 2% in recent years. Teachers held sickouts at all three campuses in support of their contract position. Negotiations have been at impasse since October. The union is seeking a cost-of-living raise plus 3% and changes in their benefits package. (Los Angeles Daily News 12/7)

Yosemite CCD - The district braced for a state property tax shortfall so it had enough in reserve to cover the projected loss of $600,000, about 2% of the district's $36 million state allotment. The district had set aside $850,000 at the beginning of the academic year to prepare for the shortfall. State chancellor's analysts have warned that quake-related property tax losses could mean a 4% cut, meaning a $1 million reduction to Yosemite. (Modesto Bee 2/10)

Yuba College - Sixty-five members of the college symphony choir are selling $1 raffle tickets for a restored Ford Mustang coupe, hoping to raise up to $100,000 so they can travel to Cambridge University in England for a concert series. (Marysville Appeal-Democrat 2/22)

Drop in Property Taxes

Community colleges expect to lose about $60 million because of too little property tax revenue, making this the second year in a row they have faced mid-year cuts. State officials say the crisis could worsen, depending on the loss of property tax revenues resulting from the Jan. 17 Northridge earthquake. Chancellor's office analysts warn that colleges could lose as much as 4% of their 1993-94 state funding depending on how owners of quake-damaged property respond at tax collection time. (Modesto Bee 2/10)

Licensing Agreement Means Royalties

Community college districts which are members of the Community College League of California are voting on their participation in a licensing agreement with School Properties Incorporated designed to raise funds from student activities including athletics. The plan includes licensing of products with college logos and mascots, corporate sponsorship of athletic championships, and the marketing of college event radio and television broadcasting rights. The Community College League and individual districts will receive a percentage of the proceeds. (Community College League Funds for the Future Contract, November, 1993).

Headcount Drops 9 Percent

California's community colleges lost more than 137,000 students in 1992-93, the system's biggest proportional loss since 1978, when Proposition 13 pared its budget. The 9% decline was the largest registered in any college system in a survey of 16 states released by the American Council on Education. According to the report, 1.38 million students enrolled in the state's community colleges, compared with 1.52 million the previous year. Over the past three years, budget cuts have forced community colleges to cut 13,000 sections, about 10% of all classes offered in the system. (San Francisco Chronicle 12/27)

Most Capital Projects Not Related to Seismic Upgrading

Between 1992 and 1995, California's community colleges plan to spend nearly $1 billion on 371 capital projects. But of that funding, only $6.8 million, or 7% spent, will be used for seismic upgrading on eight projects. (Community College Week 2/14)

California State University

Higher Fees Proposed by CPEC

A plan for CSU students to pay up to 30% of their educational costs has critics claiming it will kill the state's historic access to education regardless of students' income. CSU students now pay fees amounting to about 12% of their educational costs according to the California Post-secondary Education Commission, an independent research group that reports to the Legislature. CSU trustees have endorsed a fee model of costs by percentage, based on the commission recommendations. It allows the university to charge students up to 33% of education costs. (The Contra Costa Times 12/20)

Presidents, Faculty Get Raises

The CSU Board of Trustees voted unanimously to a $200,000 plan to increase salaries of the system's 20 college presidents by 8.6%. The average salary of a CSU president was about $144,000 a year before the raises. The trustees also approved 3% cost-of-living increases for faculty which take effect April 1. A third of the system's 17,000 professors are eligible for an additional 5% merit raise. (Hayward Daily Review 1/27) The 20% hikes were proposed in September to bring the presidents' pay in line with other campuses around the nation. The average CSU campus president earns $120,000, 20% less than the $144908 average earned by presidents at 20 similar public and private universities, according to a state study. (The Sacramento Bee 1/12)

Enrollment Trimmed to Match State Support

The CSU's new policy of admitting only as many students as the state will pay for has led to a decline of 13,000 full-time equivalent students, or about 22,000 individuals, this academic year. The Legislative Analyst's office in Sacramento wants to know why CSU is cutting enrollment when its state apportionment was trimmed only 1.2% and total revenues, including steeper student fees, are expected to be higher than the year before. The chancellor contends that downsizing was necessary because state support for the 20-campus system has dropped by $163 million during the past three years. (Crosstalk, quarterly publication of the California Higher Education Policy Center, 1/94)

How Campuses Are Coping

Fresno - Athletic boosters have launched a $2 million fund drive to help pay for a $5.1 million project to expand athletic facilities. The remainder will be raised by seat options, gifts in kind and surpluses in the regular athletic budget. Nearly half the projected cost, $2.5 million, is budgeted for a 2,626-seat stadium for the women's softball team. Another $1.6 million is budgeted for expansion of the men's baseball stadium. (Modesto Bee 1/28)

Hayward - The college has decided to eliminate the football program, and add men's and women's cross-country and women's swimming. The football program used 35% of the athletic department budget. The program could have been saved if students approved a measure last May quadrupling their fees from $6 to $24 a quarter. The proposal failed by a 524-459 vote. The college must also improve the participation rate of women in sports, according to a consent decree following a suit against CSU filed by the National Organization for Women. (The Hayward Daily Review 1/14, 2/9) Last year, the college suffered the biggest enrollment drop since it opened in 1957. When classes started in the fall, the campus had lost 7.1% of its nearly 12,000 students from the previous year. (The Valley Times 1/14)

Hayward II - To combat sagging enrollment of high school graduates, professors are telephoning 12th graders who have sent applications to the university. The school year's

entering class of high school graduates for 1993 was the lowest ever, 661. About 150 professors attended an on-campus "telemarketing" class in January where they learned to talk to their target market of 17-to-19 year olds. They were given a practice script and then divided the 2,200 students according to major. With about 25 names apiece, they have three weeks to reach their clients. On March 6, students can meet the professors who called them at a 1 p.m. campus reception. (Hayward Daily Review 2/4)

Humboldt - Enrollment declined 9.3% last fall despite heavy student demand. Humboldt accepted applications only during the month of November, insisted that community college students complete all lower division work before transferring and set cut-off points, based on high school grade point averages, for its most popular academic units. (Crosstalk 1/94)

Los Angeles - The campus trimmed enrollment to 17,745 - an 8.5% drop - by cutting off applications earlier than usual and by requiring community college students to finish all lower division work before transferring. (Crosstalk 1/94)

Northridge - Enforcing the requirement that transfer students first complete their lower division work cut transfer applications from 4,157 to 1,588 in a single year and was chiefly responsible for trimming overall campus enrollment by 6.5% - to 27,282 students. (Crosstalk 1/94) The earthquake caused more than $150 million in damage to the campus and many students are petitioning other campuses for admission. The quake badly damaged the science complex, a seven-story dormitory, a parking structure and the library. Repairs to the 53 buildings on campus, all of them damaged in varying degrees, are expected to cost at least $250 million. (San Jose Mercury News 2/3)

Sacramento - Aware that last year's graduating senior class was considerably larger than this year's group of incoming freshmen, CSUS reduced the "core schedule" of classes by 4% and hit its reduced enrollment target almost exactly, a 4.4% cut, to 23,390. (Crosstalk 1/94) The college has begun a capital campaign with the goal of raising $50 million by June of 1998. Each school on campus has identified its major needs, which will be described by the president in 50 receptions to alumni and other potential donors held nationwide over the next two years. (Staff interview 2/3)

San Francisco - One large dormitory tower which was damaged in the Loma Prieta quake of 1989 is still empty as FEMA and the state university system continue to negotiate over acceptable repairs, and who will pay. (Community College Week 2/14)

San Jose - At least nine displaced CSU Northridge students have transferred to San Jose State because of the earthquake and another 30 have contacted the university about attending classes. (San Jose Mercury News 2/3)

Stanislaus - The faculty has responded to a report by a committee formed last fall to examine cost-saving recommendations. The committee recommended wholesale restructuring of the College of Arts, Letters and Science and the schools of business and education. The faculty's response model calls for dividing the university into three colleges, a smaller Arts, Letters and Science Department and two other programs centered around the business and education schools. A second model combines the two professional programs in one College of Applied Sciences. The third model - to break up the university into six academic departments led by directors instead of deans - has sparked the most interest since it would eliminate deans. The faculty committee estimates the university could save $208,000, depending on the model chosen. (Modesto Bee 1/28) Since 1990, the percentage of students from outside the university's six-county service area has grown from about 8% to more than 12%. Through interactive television, the university is offering a biology course during the four-week winter term with outlets in three counties. Two dozen upper division courses are offered via interactive TV during the fall and spring semesters, reaching 500 students in remote locations. (Modesto Bee 11/29)

University of California

Regents Approve Fee Hike of $620, to $3,727

Undergraduate students at the University of California will have to pay $620 more for their education beginning next fall under a plan approved by the Board of Regents. The "share the pain" budget also calls for imposing a $2,000 special fee on new students enrolling in the professional schools of law, medicine, business, dentistry and veterinary medicine.

The fee increases came at the same time the university announced "equity adjustments" for four chancellors and merit increases for UC employees making less than $125,000 a year. Fee increases have already jumped 125% in four years to the current average of $3,700. The increase would bring undergraduate fees to about $4,300 a year. The money generated by the increase would pay for faculty and staff merit increases, financial aid, new buildings, equipment and instructional costs. (Modesto Bee, Associated Press 1/22)

Enrollments Relatively Stable

Fall 1993 undergraduate enrollment was 123,050, 2,137 lower than a year ago, while there were 35,495 graduate students throughout the system, a decline of 586 from the previous fall. However, the "participation rate" - UC-eligible students who actually enrolled at one of the campuses - dropped to about 6.9%, forcing the university to admit many more first-year students than before in order to fill freshman classes on the eight general campuses. Once again, UC was able to announce that it had offered places to all freshmen who were eligible under the Master Plan for Higher Education - those who finished among the top 12.5 percent of the states high school graduates. In reality, however, many students who want to attend a particular UC campus -especially Berkeley and UCLA, were unable to do so. Many who were redirected to another UC campus choose not to go, for financial or other reasons. Some applicants were advised as late as June that the only remaining spots were at Riverside and Santa Cruz. (Crosstalk 1/94).

UC Hospital Executives Get Pay Increases

Executives at UC hospitals will get average pay increases of 21% over the next two years as the result of a vote of the UC regents. Citing a study that shows the salaries of UC hospital executives lag far behind those of their counterparts at teaching hospitals, regents approved salary increases ranging from 9% to 46% over 2 years. (Oakland Tribune 11/20)

UC Professors Seldom Teach Undergraduates

About half of the full professors at UC Berkeley teach one or no undergraduate classes each year, the first detailed review of teaching responsibilities at the university shows. One in five of Berkeley's full professors apparently taught no undergraduate classes at all during one academic year, according to the university report. Full professors earn between $51,400 and $91,300 for a nine month year, teaching an average of just above four classes per year, 2.17 per semester. Of 855 full professors in 55 academic disciplines 189 taught no under graduate classes and an additional 254 taught one such class. (San Francisco Chronicle 12/28)

Demographics Mean Student Population Explosion

If UC continues to take the same portion of top scholars as it does today, its campuses will have to accommodate 80,00 more students by 2010, according to state demographers. Yet, taxpayer support of the university has dropped by $341 million since 1990-91. If inflation and workload growth are taken into account, UC officials say they are $900 million behind. The UC Board of Regents has begun looking into alternative admissions policies, including accepting UC students into community colleges first, with guaranteed transfer to a university later. (Valley Times 2/18)

How Campuses Are Coping

Berkeley - The chancellor has scheduled a series of speaking engagements to service clubs and community groups to show Californians how important Berkeley is to the state and to drum up fiscal support. Berkeley is still reeling from the $43 million, 12.4% percent cut in state funding it suffered during the past two years. Of about 1,000 professors who took early retirement at all nine UC campuses during that period, 25% came from Berkeley. (San Francisco Chronicle 2/14)

Davis - The university is in the process of making $54 million in permanent cuts. There are 191 fewer professors, a 14% drop, since 1991. Another 143 faculty are likely to leave this summer in a third round of early retirements. (McClatchy News Service, The Valley Times 2/18)

Santa Cruz - The associate vice chancellor for campus facilities and services was paid $100,000 to resign. A review team described his leadership as "ineffective" and his employees as demoralized. The settlement promises the administrator $500 a month for medical expenses until he finds another job, or until January, 1995. University leaders said they approved the settlement to avoid a lawsuit. (San Jose Mercury News) A former student services worker embezzled $433,475 from 1989 to 1993 and pleaded no contest to 13 counts of felony grant theft. She would bill the campus for lectures which never took place, some with nonsensical titles, then forge the fictitious lecturer's name and sign the check over to herself. (San Jose Mercury News 3/1)

Out of State

North Carolina Passes $250 Million Community College Bond Issue

In November, North Carolina voters passed the largest-ever bond issue to support the community college system. A $250 million bond package was approved to pay for the single most urgent building need on each of the state's 58 campuses and off-campus centers. The bond passed by a 56% margin (ACCT Advisor Jan./Feb. issue)

How Colleges Are Coping

Dutchess Community College (New York) raised $40,000 with an alumni golf tournament. (Community College Times 11/93)

Northhampton County Area Community College - The college raised $37,000 last year from alumni, more than $8,000 from the college's annual alumni craft fair. The same event earned $10,000 this year. (Community College Times 11/93)

College of Southern Idaho - Fall semester headcount is 3,840, up 9.12% from the fall of 1992. The FTE has increased by 4.85%. There are more part-time students, an increased number of students below the age of 24 and more students from out-of-state. Telecommunications has allowed the college to serve more students. "Friends of CSI Library" has been organized for community members who want to support the college library of 40,000 volumes and 1,300 video tapes. Annual membership is $12. (Foundation newsletter, October, 1993)

University of North Carolina at Greensboro - In an effort to cut costs for the student and the state, the college has created a program to permit "dual education" of certain students in an accelerated master's degree program. Students will take basic courses in their master's discipline as part of their undergraduate studies. They must be prepared to initiate the required thesis or major project for the MA at the conclusion of their junior year. (Higher Education and National Affairs 1/24)

Private Institutions

Private Colleges Hold Their Own, But Don't Pick Up UC Transfers

California's independent colleges and universities increased their enrollments slightly last fall, continuing a trend that began in 1990. However, the numbers do not suggest a mass exodus from public higher education. A survey conducted by the Association of Independent California Colleges and Universities found a 2% increase in first-time freshmen and a 5.5% boost in transfer students last fall, compared with increases of 7% in first-time freshmen and 3% in transfer students the year before. Full-time enrollments at member institutions rose from 137,619 in fall, 1990, to 142,830 in fall, 1992. When all the 1993 figures are in, another 3,000 full-time equivalent students will probably have been added. The figures do not support the theory of some UC officials that UC is losing upper-income students to private schools in California. (Crosstalk 1/94)

How Colleges Are Coping

Fresno Pacific - The college recently hosted several classes of fourth graders, leading them through the application process, picking up a mock financial aid check and attending classes. (Staff interview 2/4)

Mills College - Enrollment at this California women's college has risen to 824 students last fall, a 6% increase from the year before. The college has set a target of 1,000 undergraduates by the year 2002, its 150th anniversary. (San Jose Mercury News 1/16)

Santa Clara University - The president has agreed to another six-year term, after an initial period of service which included elimination of the football program, major departmental reorganization and increased emphasis on fund-raising. (San Jose Mercury News 2/19)

Stanford University - The price of undergraduate education at Stanford will rise 5% in the fall, pushing the cost of classes, room and board past $25,000 per year for the first time. Although the tuition increase once again will outstrip the inflation rate, it will be the smallest increase since 1990. Stanford's current tuition, $17,775, ranks 23rd among 32 other leading private schools. Stanford is in the midst of cutting its operating expenses by $20 million over the next three years. Tuition covers about half of the operating budget. (San Jose Mercury News 2/9)

Notable

Public College Enrollment Falls 8%

In one year, more than 160,000 students vanished from California public colleges and universities. That's roughly the same number of college students in the entire state of Oregon. It marks an 8% enrollment dip that is by far the largest in the country, according to a report issued by the California Higher Education Policy Center. Most worrisome is new data showing that after a decade of gains, there has been a slight drop in the percentage of state high school students preparing for college. (The Valley Times 1/14)

Half of State's Entering Freshmen Don't Graduate

Almost half the students who enter California's public colleges never graduate and many of those who hang on take anywhere from five to 10 years to earn their degrees. According to the California Policy Center for Higher Education, less than half the freshmen entering the CSU system graduate in 10 years. After five years, barely a third have graduated and another fifth are still in school. The students who dropped off have not been tracked. In the UC system, only one-third of entering freshmen graduate in four years and another one-third graduate in five years. In California private colleges, the graduation rate is 70%. (Oakland Tribune, 2/1)

Prediction: Narrower Range of Courses in the Future

Within the decade, American universities will offer a narrower range of courses than they do now, and to cut costs, many will enter arrangements in which they share resources and entire departments. A consensus of more than 450 college presidents and leaders in St. Louis was that a fundamental reshaping of higher education is underway. As early as next year at some campuses, millions of books will be available instantly on a student's dormitory computer. At some campuses, individualized computer programs act as writing coaches. Elsewhere, computers are replacing chemistry laboratories because the experiments are cheaper on the computer screen and don't entail hazardous waste. (The Modesto Bee 11/22)

Interest in Women's Colleges is Rising

Since 1991, applications to the 84 women's colleges across the country are up 14% and enrollment is at a 14-year high of 98,000 students, up from 82,500 students in 1981, according to the Women's College Coalition in Washington. The percentage of students attending women's colleges is 2.5% of the 7.6 million women in two- or four-year institutions. Graduates of women's colleges are more than twice as likely as graduates of coed institutions to receive doctorates and 24% of all the women in Congress are graduates of women's colleges. There were 298 women's colleges in 1960; about half had either closed or gone coeducational a decade later. (San Jose Mercury News 1/16)

College Students Set State Record for Borrowing

Burdened with rising tuition and a weak economy and enticed by more generous federal lending rules, California students and their parents borrowed 50% more money for college this school year, taking out a record $1.2 billion in loans. Student borrowing is expected to reach at least $1.7 billion by the end of the academic year, according to the California Student Aid Commission. (San Jose Mercury News 2/9)

More Foreign Students Attend US Colleges

The number of international students studying at US colleges reached an all-time high last year. During the 1992-93 academic year, 438,618 international students were enrolled in US colleges, a 4.5% increase, according to Open Doors 1992-93, a report from the Institute of International Education. The report said that Asian students accounted for nearly 60% of all international students. Europeans made up 13.2%, followed by Latin Americans at 9.9%. (Higher Education and National Affairs 2/7)

Football Programs are Expensive

A recent survey revealed that only 70 of 524 NCAA football programs (13.4%) are making money. Most of those are 1-A schools, "which provide money for other teams but also live the fat life of unlimited equipment, comfortable travel and Taj Mahal-like facilities." Division 1-A scholarship levels will be cut to 85 in 1994, a number that has angered many coaches and administrators. (Athletic Management 1/94) California State University, Hayward dropped its football program on Feb. 8, citing the fact that it took up 35% of the athletic department budget and was hindering efforts at increasing the percentage of women athletes. (Hayward Daily Review 2/9)

Initial Earthquake Damage Report

(Compiled by State Chancellor's Office)

Cerritos College - No severe structural damage was reported other than minor cracks at column joints and ceiling lines, fallen ceiling tiles, etc. There was no disruption of classes, but the soccer field was used for National Guard landings.

College of the Canyons - Extensive damage in excess of $2.3 million includes a damaged transformer, a collapsed roof in the physical education department, a science building which is unsafe to occupy and damage to roads, sidewalks, light standards and the track. The pool water was used by 400 persons for showering.

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Cypress College - There was moderate damage to ceiling tiles and metal frames and cracks in plaster.

El Camino College - There was no severe structural damage, but a significant disruption in telephone service as a result of damage to the switching system.

Los Angeles CCD - The district office sustained $53,000 in damage.

East Los Angeles College - The damage estimate is $105,000.

Los Angeles City College - The damage estimate is $304,000, and the women's physical education facility was used for housing and feeding of dislocated people.

Los Angeles Harbor College - $50,000 in damage was reported.

Los Angeles Mission College - Damage was put at $135,000, due to water damage, electrical problems, damage to library collections and communication and utility lines.

Los Angeles Pierce College - Preliminary damage estimates were $2.2 million for damage to five buildings. Blocks of cement fell on the gym floor and may have broken underground lines. Students were asked to bring their own water.

Los Angeles Southwest College - $18,000 in damage was reported.

Los Angeles Trade-Tech - $75,000 in structural damage was reported and $100,000 in non-structural damage. Absenteeism initially was up to 30%.

Los Angeles Valley College - Damage estimates were at $740,000, the majority of that needed for building repair and equipment replacement.

West Los Angeles College - Damage estimates were put at $225,000 for repair of campus bridge and replacement of booookstore shelves.

Rio Hondo College - No initial cost estimate was available, but damage includes that to roof flashing on the admnistration, and business buildings, the falling of 6,000 square feet of ceiling tiles in the libarary (exposing asbestos), and broken sprinkler pipes.

Santa Monica College - Damage estimates were put at $26 million for structural damage to science, business, and liberal arts buildings and a parking structure. Up to 550 windows were damaged and found to contain asbestos. Portables will be used for the spring semester. The Red Cross used the gymnasium, shower and locker rooms as disaster relief areas. Free satellite parking will be offered and a shuttle system set up.

Ventura College - $25,000 in damage was reported.

Moorpark College - $244,000 in damage was reported, most of that in the gymnasium, where the air conditioning and heating unit fell to the floor and where there was water damage from broken pipes. Cracks developed in the library and a computer room lost 30 monitors. The administration building lost 60% of its ceiling tiles and other buildings lost about 20% of theirs.

A Word About 'How Colleges Are Coping'

This is the 14th in a series of reports which examines how California colleges and universities are coping with difficult economic times. It is based on news accounts, correspondence, and interviews, with sources noted at the end of each entry. The report is prepared by Kim Huggett, director of public information and marketing for the Chabot-Las Positas Community College District. For further information, call or write:

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How Colleges Are Coping

June 1994 • Report No. 15

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California Community Colleges

Allan Hancock College - With 36 unfilled positions, the trustees asked to be given a list of priority positions for full-time faculty members. A college committee reported that the three "most critical" vacant positions are in nursing, ESL and counseling. The board agreed to advertise for all three positions. The superintendent/president recommended to the trustees that the district save $70,000 annually by combining the positions of dean of academic affairs and resource development. Resource development would also be supported through stipends for clerical support for faculty grant-writers. The Restructuring Task Force is looking into other areas for consolidations. Spring credit enrollment is down 3.35% to 8,290 students, but FTES are down .3%. The board has approved a policy authorizing the use of non-teaching volunteer aides. The intent is to permit the use of volunteers without displacing classified employees. (College Newsletter 2/25, 3/24)

Antelope Valley College - The board of trustees has approved a plan to examine the college's ethnic student makeup and how to attract minority students. The plan includes the use of focus groups and open forums. Almost 7% of the college's student population is Asian/Pacific Islander while about 4% of the district's population is of the same background. African Americans compose 5% of the community and 8.3% of the AVC student population. (Antelope Valley Press 2/16)

Bakersfield College - Contributions from various departments to the marketing budget resulted in a $17,000 campaign which generated 100 FTES. In focus groups, one-third of the participants said they had seen the radio, television and newspaper advertising. (Staff presentation, CCPRO Conference, 4/28)

Butte College - The First Interstate Bank of California Foundation has donated $2,500 toward the building of an amphitheater on the campus. The $200,000 facility is being built with donated funds and materials, coordinated by the foundation. (Enterprise Record 12/26) Enrollment is down 5.6% in the spring, but the FTES count is up 17%. The college has lost part-time students and university degree holders, but has replaced them with more UC and CSU-eligible students seeking transfer courses. (CCLC News March/April) The target for 1994-95 budget cuts is $1.8 million. The college has cut $4.2 million in the past three years. (Enterprise-Record 2/9)

Cabrillo College - Through program review, the college has decided to eliminate an electronics program including most faculty and nonteaching positions. The cuts will trim nearly $1 million from the budget. Spring student headcount is up 1.5% and units attempted are down .3%. The college is projected to exceed the 1993-94 cap with the anticipated FTES. The number of students with baccalaureate or higher degrees decreased by 5.2%. The number of students with exemptions to the fee increased 15.4% and the number of underrepresented students increased 12.2%. (Program Review Report 3/7, staff interview 3/10, Santa Cruz Sentinel 2/12) The board has adopted a new policy which permits existing buildings to be named for donors of $1 million or more. Individuals who give between $100,000 and $999,999 will have a campus area or part of a building - such as a classroom - named after them. (Santa Cruz Sentinel 1/13)

College of the Canyons - A luncheon with the superintendent/president is one of the benefits offered to members of the Library Associates support group who join the organization at the "patron" level. (Staff spring newsletter)

Chabot College - The college budget committee has developed assumptions for developing its 1994-95 budget, including: reductions will be made strategically rather than across-the-board; the budget will include an expenditure line for possible salary increases due to growth; the hourly instruction budget will be determined by the FTES target; staff benefits will be based on the district estimate; staff size will shrink due to attrition; a college-wide maintenance account will be established; a college-wide account will be established for items such as hardware and software upgrades and instructional equipment. (Staff report 3/8)

Chabot-Las Positas CCD - The district could save $1.3 million over a five-year period if at least 30 faculty members take advantage of an early retirement incentive plan. The incentive will only be offered if at least 16 people submit their application by the June 19 deadline. If 16-24 faculty members opt for retirement, the incentive will be $20,000 or two additional years of service credit. If 26 or more take early retirement, the incentive will be $25,000 or two additional years of service credit. Faculty members must be at least 55 years old and have at least five years of credited service in STRS or PERS. Retirees will receive lifetime health care coverage and will be guaranteed first call on any available part-time faculty employment opportunities for up to three years. (Staff report 5/2)

Chaffey College - In 1992-93, the college was nearly 10% above cap. This year, they will manage their enrollment down to about 3% above cap. While the college is currently down 4.2% in headcount, it is up 1.9% in class hours. The vocational educational program is undergoing an examination to determine if it is responsive to the job market. (CCLC News March/April)

Citrus College - The college expects to improve its student recruitment efforts by hosting the staff of its largest feeder high school, including tours of departments by peers. (Staff presentation, CCPRO Conference, 4/28)

Coast CCD - The district surveyed 242 students who registered for fall, 1993 classes but failed to pay the fees and enroll. More than 45% said the cost of fees was a very important factor in their decision, 62% anticipate continuing their education in the future, and 44% will have to plan carefully and take fewer classes over a longer period of time. (CCLC News March/April)

Columbia College - The food service director position has been eliminated and contracting options are being explored. The college is marketing its facilities as good locations for corporate conferences. (Staff interview 3/10)

Compton College - The college is studying the possibility of changing the traditional September-June calendar to better meet the needs of, and attract, students. Fall semester finals are now held after the winter break, contributing to attrition and making it difficult for mid-year transfers to universities. (CFT Perspective, April)

Cuesta College - As a result of a projected shortfall in state funding, $300,000 in cuts have to be made in the college budget. Cuts were made in operational costs, materials, travel and some repair jobs. The district had put aside $320,000 in deficit contingency funds, but that won't be enough to cover the anticipated 2% to 4% deficit in this year's budget. (Telegram-Tribune 2/8)

DeAnza College - In a marketing study to help battle declining enrollment, the college discovered that family and friends have the most significant impact on a student's decision to attend DeAnza. Among ethnic groups, the influence was strongest in Hispanic and Asian families. (Staff presentation, CCPRO Conference, 4/28)

Feather River College - The college held a "Day in the Mountains" on May 21 at which prospective students came to the campus to meet instructors and students while touring the campus and enjoying a barbecue. Invitations to the event are sent to prospective students along with a scholarship application and information on fee waivers. (Mass mailer 5/5)

Foothill College - A meeting was conducted with all faculty, classified staff and managers to discuss the consolidation and restructuring potential of a series of options

developed by the Joint Management and Chancellor's Council groups. The Enrollment Management Committee is dealing with changes in enrollment - such as the impact of the differential fee - which have cost the district $2 million this year. The chancellor has concluded that, "it is no longer financially beneficial" for the district to fill full-time vacancies. (Foothill-DeAnza Restructuring Draft Report 3/7)

Gavilan College - The college lost 10% of its headcount last fall but made it up in the spring, and is now even in enrollment with the spring of 1993. The police academy and nursing are still strong programs, helping to make up the loss. Off-campus courses have been extended to Gilroy's downtown areas. Night classes will be offered in the summer for the first time this year. A youth program for at-risk high school students begins this summer. (Staff interview 4/6)

Grossmont College - The college will offer a summer session in the Imperial CCD on a contract basis beginning June 20. Summer sessions will also be offered at both Grossmont and Cuyamaca Colleges. Imperial Valley College is so far over its funding cap that it was impossible for it to serve the 1,000 students who normally attend classes there in June and July. Grossmont, on the other hand, needed additional students to reach its funding cap. The regular academic summer session at Grossmont College will not be affected by the joint project. (Grossmont-Cuyamaca News Release 5/10)

Grossmont-Cuyamaca CCD - The district conducted focus groups to determine the best way to influence potential students. The results showed that recruiters who were students themselves ranked highest in credibility among the target populations. (Staff presenter, CCPRO Conference, 4/28)

Imperial Valley College - A full range of classes in the sciences, language and humanities will be offered during the summer session, which will be administered on a contract basis by the Grossmont-Cuyamaca CCD. All the union issues were resolved under the negotiated contract and the Grossmont faculty has ensured that all courses will articulate fully with Imperial. The college admissions and records office was also able to link computers with Grossmont's. Faculty members will be selected from both colleges. (Grossmont-Cuyamaca CCD News Release 5/10)

Irvine Valley College - IVC is even this spring in headcount and up 6% in the number of units students are taking. Cuts were made in business, physical education and fine arts courses and increases made in general education and basic skills. As a result of the drop in university degree-holders, the average age of the student population dropped two years. (CCLC News March/April)

Las Positas College - The college budget committee has developed assumptions for developing its 1994-95 budget, including: four administrative positions will be refilled (dean of students, associate dean of instruction, director of fiscal services, registrar); selected faculty and classified positions will have to be replaced or reshaped to meet college goals; FTES goals will have to be met and the part-time hourly budget will be based on these; categorical funding for DSPS and EOPS will not increase; categorical funding for matriculation will decrease by up to 5% due to loss of basic skills count; there will be no deficit spending. (Staff report 3/8)

Los Angeles CCD - The earthquake may have resulted in a loss of 3.5% of enrollment. District annualized actual FTES is 66,077, which is higher than the early projection of 64,219. (Staff presentation, CCPRO Conference 4/26) District officials are considering paying $450,000 to a consulting firm to develop a master plan for improving facilities on the district's nine campuses. Trustees say a plan that coordinates capital construction at all of the district colleges would help streamline operations. But some said they are unsure whether the long-term gain is worth the short-term costs. Four of the district's nine campuses are now developing their own master plans, at a cost of about $50,000 apiece. The district budget was cut by $10 million last year. The district is facing further cuts this year, possibly more than $3 million. (Los Angeles Daily News 4/11) The positions of director of students services and director of instructional programs have been consolidated into a new position called senior director of educational services. Also cut was the position of executive assistant to the chancellor. (Los Angeles Times 3/11)

Los Angeles Mission College - Enrollment losses have forced the college to drop 52 classes - 27 of them in the wake of the Northridge earthquake - from its spring semester offerings of 600 courses. Enrollment was 5,695 students, down about 10% from the same time last year. (Los Angeles Daily News 2/11) An administrative analyst position in the office of the president has been cut and the person reassigned. (Los Angeles Times 3/11)

Los Rios CCD - The three Sacramento-area colleges reported a 1.4% jump from a year ago, with Sacramento City College up 3.5%. The differential fee has caused more than 50% of university degree holders to drop out, while high school graduates are increasingly coming to the colleges for their first two years of higher education. (CCLC News March/April)

Merced College - Thanks to a nearby landowner, the college has a chance at expanding its Los Banos campus on a site 13 times bigger than the current location, to 133 acres of undeveloped land. The owner is Southern California-based Victor Valley Associates, which handed over the title with one stipulation: that the college "establish a presence" there within 12 years. College officials say it will be three to five years before they do anything on the site, and even then, they will probably move portable classrooms there. The college would pin hopes on placing these projects on a future bond measure. (Modesto Bee 4/18)

Mission College - The college's increase in full-time students - up 14% from a year ago - is due to changes in the curriculum, according to the administrative dean of academic affairs. (CCLC News March/April)

Modesto Junior College - Two deans have added the duties of other administrators who have resigned or retired. The director of the academic computing center will return to the classroom in the fall. The college is exploring the possibility of contracting out its food service operations. A walk-a-thon was held to benefit the foundation in support of project fund proposals. (Staff interview 3/10)

Mount San Antonio College - Despite the prediction of a $5.8 million deficit and a 5.2% reduction in state funding for Mt. SAC next year, the forecast for the college's 1994-95 budget may remain without accurate data until after the November statewide election. In the next two months, 34 faculty and at least 30 classified staff will retire. The effect on the budget is a savings estimated at more than $1 million, but the assumptions are based on replacing only four full-time faculty and 50% of classified staff vacancies. (District newsletter, April) College officials have cut back on enrollment over the past two years to minimize the cost of unfunded ADA. Enrollment declined 2% in the fall and increased 2% in the spring, about 3% over cap. Evening enrollment is down 8% and part-time enrollment has dropped off 6%. (CCLC News March/April)

Napa Valley College - A room at the college's new Upvalley campus will be named for the deceased wife of a former trustee following a $20,000 donation to the NVC Foundation by her friends and family. The president has proposed that buildings at the new campus be named for major donors. The foundation's long-term goal is to build a $5 million endowment. (Napa Valley Register 12/30)

North Orange County CCD - The district plans to implement an administrative reorganization plan over a year's period to allow input from two new college presidents as they are hired. One element calls for elimination on each campus of the positions of vice presidents of instruction and administrative services, with those duties reassigned. The district is completing master plans for education and facilities. About $2 million in interest has been realized over the past several years as the result of investments through taxable bonds and tax revenue anticipation notes. (Staff interview 5/9)

Ohlone College - The monthly flea market - launched in 1986 as a fund-raiser for the college sports teams - has grown into a reliable source of money for non-essential campus programs, from athletic equipment to the school's electronic marquee. This academic year, the flea market is expected to generate more than $100,000. The Fremont Argus 4/24)

Oxnard College - A 9% drop last fall prompted the college to offer courses of more "user friendly" length. The college is packaging popular philosophy, math, biology, geology, English composition and other general education courses into 4, 8 and 9 week class sections. (CCLC News March/April) The board of trustees has asked staff to explore the possibility of merging some of the administrative services at Oxnard and Ventura colleges. (Oxnard Press Courier 3/3)

Peralta CCD - The board of trustees will conduct public hearings on reorganization options proposed by its Peralta Planning Project group. The options include creating a single college out of the four-college district, creating a two-college district, operating a four college district, and moving the district office from its separate location to the Merritt College campus. Each of the options is expected to save about $2 million annually. The board anticipated choosing one of the options at its June 14 meeting. (Staff interview 5/12). To personalize student recruitment, the district hosts "linen tablecloth" breakfasts for high school counselors, where university transfer successes are related. (Staff presentation, CCPRO Conference, 4/28)

College of the Redwoods - Most of the college's growth in the future will be in tuition-paying international and nonresident students, according to the college president. The college enrollment of international students is up to 50 this year, from 20 last year. There are no plans for course sections cuts. (Eureka Times Standard 1/14)

Riverside CCD - Leaders of the Riverside Chambers of Commerce and Riverside College met to discuss "A New Paradigm for Economic Development," at a two-day conference to explore "cooperative ventures." Similar retreats will be held between the chambers and campuses serving Moreno Valley and Corona and Norco. The district is considering using March Air Force Base facilities for in-service training for public administration workers. (Riverside College Reports 3/94)

San Bernardino CCD - The college experienced a 6% decline in headcount last year on a $20,000 marketing budget. This year, the spring campaign alone cost $68,000 and utilized 31 vendors. The colleges took out full-page "Penny Saver" ads for $7,800 which were particularly effective. (Staff presentation, CCPRO Conference, 4/28)

San Diego CCD - To combat any decline in student population, the colleges have combined their efforts in marketing. Most effective has been the $11,000 spent on local television listing advertising, as well as campaigns on radio and in movie theaters. (Staff presentation, CCPRO Conference, 4/28)

San Diego Miramar College - The college has found the most effective student recruitment approach is face-to-face. High school seniors are honored by academic departments during open houses. Breakfasts are held on campus for high school counselors. (Staff presentation, CCPRO Conference 4/28)

Santa Monica College - Out of a student body of 26,000, SMC has 2,300 foreign students, bringing about $8.5 million to the college every year. College officials fly all over the world recruiting foreign students, attending English language schools and study abroad fairs. (Los Angeles Times 1/24) The college initially estimated $26 million in damages from the earthquake, but the total cost for recovery could go as high as $40 million. Federal officials are considering the possible replacement of buildings housing programs in science, physical education and liberal arts. The college is nearing completion on the Science Village, a $2.5 million complex of portables to replace the Science Building. (Staff newsletter 4/1) Bookstore employees and management worked together to cut staff hours by 20% during the spring rush period, yet sales were maintained at the same level. (Staff newsletter 5/1)

Santa Rosa Junior College - Faced with decreased headcount because of higher fees, the college instituted a seven-week, $56,000 marketing campaign last fall. Although various media were used, the key was to make recruitment, "more personalized." Recruitment letters were sent to each high school junior and senior, telephone registration could be accomplished with an "easy payment plan" of several payments, and students were recruited and registered in the local shopping mall. More than 350 students were recruited in the mall location in six days. The marketing department is

considering dropping its annual participation in the county fair to focus on the more productive efforts at the mall. (Staff presentation, CCPRO Conference, 4/28)

College of the Sequoias - After dropping 3% this fall, the college is up 4% in FTES and 2% in headcount this spring. The college lost 450 bachelor's degree students two years ago. (CCLC News March/April) While COS once received $950,000 in a single year, it now must get by with $475,000. That money goes into the general fund and is spent on salaries for instructors. (CCLC News, May/June)

Solano College - The college cut $1 million from its 1993-94 budget and the president's cabinet is meeting with the budget committee to prepare for $1.2 million in cuts to next year's. Last year, cuts were made in classified and student hourly budgets as well as in supplies. Travel budgets were cut 70%. The college has lost 12 positions due to retirements and may only replace six. Positions which may not be filled include the director of personnel and assistant dean of counseling. The college has still not filled its vacant dean of social sciences position. The Mare Island Naval Shipyard will begin shutting down in April, 1995, with a downturn in the local economy expected. The bookstore donated $100,000 to the district budget. (Staff interview 3/10)

Taft College - Trustees voted to eliminate all athletic programs, including the school's football team, which won two national titles in the 1980s. The board unanimously approved $1.3 million in budget cuts, including the $200,000 football program. The college used taxes from nearby oil reserves to help pay for its athletic programs until 1991 and had even given students free textbooks. Declining oil prices and reduced tax revenue forced the board's decision. (Tri-Valley Herald, Modesto Bee 4/29)

Ventura College - Two summer sessions will be held this year in an attempt to boost enrollment. The college generally conducts just one six-week session, running from the middle of June to early August. But with district enrollment dropping by more than 8% this year, Ventura will offer about 50 more classes this summer. (Los Angeles Times 2/23) The college public relations office has received funding to produce its "first-ever" general college brochure. Target date for completion is June 30. (staff letter 5/2)

Ventura County CCD - Beset by financial shortfalls and dwindling enrollment, district administrators are debating whether to recruit more foreign students, who pay high enrollment fees and other surcharges. Foreign students provide a cash windfall for the college district because their education is not subsidized by taxpayers and they pay a minimum of $3,120 in enrollment fees a year. Last fall, Moorpark, Oxnard and Ventura colleges, with a total enrollment of 26,588, enrolled 239 foreign students without a district-coordinated recruitment effort. About 80% of Moorpark's foreign students transfer to a university. (Los Angeles Times 1/24)

West Valley College - The photography department will be eliminated. It has 275 students, but costly equipment. Two other programs, fashion merchandising and office administration, will be reorganized. (San Jose Mercury News 3/3)

West Valley-Mission CCD - About $5.7 million will be trimmed from the 1994-95 operating budget, representing a 12.9% cut. The cuts are necessary because of higher health premiums, state cutbacks, dwindling district reserves, increases in active benefits and retirees' costs, and past deficit spending. The board has voted to begin negotiations to delete several full-time nonteaching positions. Negotiations are continuing regarding severance packages. About 37 full-time positions out of 650 will be eliminated. Programs to be eliminated include photography and journalism. (Chancellor's Office report 3/18, San Jose Mercury News 3/3, 4/25)

Journalism Programs May be in Jeopardy

Eighty-seven of the state's 107 community colleges have some sort of journalism program, but many are in jeopardy, according to past president of the Journalism Association of Community Colleges. Jolene Combs of El Camino said, "the only reason journalism programs are surviving anywhere is because of the strength of the person (adviser) at the college." Last year, Foothill and DeAnza both shut down their journalism programs. Last month, the West Valley-Mission CCD eliminated its journalism programs when forced to cut $5.7 million from its budget. (San Jose Mercury News 4/25)

Most Lottery Money is Spent on Operating Expenses and Supplies

According to the State Chancellor's Office, 52% of all lottery money distributed to districts statewide is spent on operating expenses and supplies. Salaries and benefits account for 37% of lottery expenditures and equipment, books and deferred maintenance, 11%. (CCLC News, May/June)

California State University

Legislative Analyst Criticizes Monterey Bay Campus

The state Legislative Analyst said there is no need for a Monterey Bay campus, which is slated for development as the Army evacuates Ft. Ord. A Legislative Analyst report suggests that the $21 million Cal State is planning to spend at Monterey Bay in the 1995-96 academic year, to support about 1,000 full-time students, would be better used to pay for about 4,500 students on other CSU campuses where there is room and where support services are already in place. (CrossTALK, April issue)

How Campuses Are Coping

Hayward - Because of $216,000 in accounting errors, all seven programs funded through student fees have been cut. The student newspaper had to reduce salaries 20%, cut circulation from 10,000 to 5,000 and limit itself to eight pages on Tuesdays and 12 on Thursdays. Proposals for next year would cripple the paper further, forcing it to become a weekly, eight-page publication and drop all Hayward city coverage. The dean contends that, since September, the paper has had $8,000 to $10,000 in cost overruns. (Hayward Daily Review 4/28)

Monterey Bay - The Defense Department will immediately release $15 million to create a California State University campus at Fort Ord. The money, part of the 1994 defense appropriations bill, will be used to convert barracks into classrooms, offices and dormitories at the proposed four-year campus. Eight hundred students at a CSU satellite campus in Salinas would move to Fort Ord in fall 1995. Enrollment would be about 6,000 by the turn of the century and rise to 20,000 to 25,000 by 2020. (San Jose Mercury News 3/14). The cost to convert the former Ft. Ord into a CSU campus is an estimated $141.5 million, according to CPEC. (CrossTALK, April)

San Diego - State Sen. Tom Hayden charged that administrators have for years falsified documents to cover up for professors who are not teaching full loads. He said he wants an analyst to determine how much of the $65 million a year in state subsidies for faculty salaries at the college may have gone to professors who were not teaching as many classes as their contracts require. Figures released by Hayden showed SDS professors were teaching 25% fewer classes than their colleagues at other campuses. (Modesto Bee, AP 3/23)

San Jose - The university has begun a two-year pilot project to pay vendors directly. Previously, the claim schedule process can take from three to 12 weeks as invoices are routed to the State Controller's Office in Sacramento for audit and payment. The university expects increased interest from minority and women-owned firms because of the enhanced payment process. Vendors who could not or would not do business for cash flow reasons are now expected to offer services and bidding become more competitive. (SJS OnCampus, April edition)

San Marcos - As the latest CSU campus to open, San Marcos has agreed not to offer lower division courses for five years, providing a period of adjustment for local community colleges that feared enrollment losses. (CrossTALK, April)

University of California

900 Professors to Retire Early

More than 900 UC professors will take advantage of early retirement at the end of the academic year, including 200 at the Berkeley campus. The latest round brings to 2,000 the number of professors who have left the nine-campus university under the cost-cutting measure, which regents estimate has saved $155 million. (Modesto Bee 5/13)

Departing UC Officials Lose Full-Pay Sabbaticals

UC President Jack Peltason has said he will no longer give departing chancellors a year's sabbatical at full pay. The outgoing UC Santa Barbara chancellor had been expecting a $178,000 leave, similar to the one given the UC Davis chancellor in March, but will now have to accept a faculty sabbatical at $80,000. Peltason also promised to give up $110,000 in deferred compensation and applied it toward a scholarship fund. (San Jose Mercury News 4/7)

Students Say Professors Should Teach More

Representatives of several minority student groups proposed that professors should teach more classes and save UC Berkeley as much as $7.5 million a year. The extra class time could also educate an additional 7,000 students a year, they said at a press conference. Only 68% of Filipino students at UC Berkeley make it to graduation. (Hayward Daily Review 3/21)

UC Gives 24 Bonuses in Little-Known Department

Twenty-four employees in the UC Office of Technology Transfer got bonuses last November, at a time when most UC employees were forced to take a 3.5% wage cut and students were asked to pay higher fees. The TO bonuses ranged from 2% to 10%, the biggest going to the top deputy, whose $96,680 salary was enhanced by an extra $9,668. The bonus money apparently came out of the profits generated by the OTT, but some say the profits belong to the university and should be returned to the general fund. OTT's clerical and other support staff were overlooked when it came to bonuses. (San Francisco Chronicle 4/4)

How Campuses Are Coping

Berkeley - The campus will hire up to 60 junior faculty each year over the next four years to replace almost 200 professors who will take the early retirement incentive. That will still leave the school with 10% fewer professors than in 1990, before cost-cutting began. (The Modesto Bee, AP, 5/8)

Davis - For the second time in less than a year, Davis students have rescued the athletic program. They approved a $34-per-quarter fee increase to support a 23-sport program that will include three new women's sports. Needing an approval of 50% plus one vote, the 23-sport program carried 52.06%, or 2,330 votes out of 4,476 cast. (Modesto Bee 5/19)

Santa Cruz - After it was discovered that a clerk had embezzled $429,000, the campus will increase its internal auditing staff from three to five and all departments will be audited at least every three years. Criminal background checks will be done on prospective employees and two signatures will be required on all checks. Any employee who authorizes checks cannot pick them up in person. (San Jose Mercury News 3/31)

Private Colleges

Menlo College - Administrators, students and faculty members have developed a proposal that could avert layoffs at the 562-student campus. Faculty members will add to their course load, teaching four classes instead of three, with no increase in pay. Some faculty members will be reassigned to teach in a new adult-education program

that will start in the fall, or be retrained to work with students in advising and learning skills centers. The faculty will be subject to more rigid, systematic evaluations. The college will also offer voluntary buyouts to some of its 29 faculty members. The school has suffered deficits for seven of the past 10 years and has run out of reserves to cover a projected $700,000 shortfall. (San Jose Mercury News 4/30)

Mills College - "Resumers," students more than 23, are the fastest growing group on campus. In 1990, there were less than 150 resumers, but this year's number has swelled to 222, or 28% of the population. The growing population of commuters is causing a near 50-50 ratio with residential students. (Mill College Weekly 3/10)

University of the Pacific -Tuition will increase by 5.5% next year, bringing the cost of school and housing to $21,975 a year. Basic tuition for 1994-95 will increase by $850, to $16,320. The fee for room and board will go up $25, to $5,325. Mandatory fees will remain at $330. Since 1992, tuition has gone up by 14.5%. Three years ago, an accreditation report chastised UOP for relying too much on tuition and fees for the bulk of its $100 million budget. The university has increased its endowment from $14 million to more than $50 million to help provide financial aid. The university offers a loan-forgiveness program for high-achieving, middle-income students. (Modesto Bee 5/10)

University of Southern California - There is room for 1,200 undergraduates, but officials say that they cannot fill the empty spaces because financial aid programs have not kept pace with rising tuition and fees, which now average $13,800 at institutions which are members of the Association of Independent Colleges and Universities. (CrossTALK, April)

Stanford University - Stanford Medical School is cutting back on plans to expand the faculty. Tenured faculty will, for the first time, have to earn part of their pay by working in school clinics. Instead of increasing its tenure-line professors to 400 by 1996, Stanford will add just 10 positions to its current faculty of 285 over the next five years. The medical school is trying to contain costs in its $61 million budget by luring primary-care patients to clinics at the center, which contributes revenue. Even with its plans to trim faculty size, streamline administration and tap into clinic revenues, the medical center projects a deficit of $56 million in 1998. (San Jose Mercury News 3/28)

Out-of-State

Florida Lottery Hurts Funding

Although the Florida State Lottery was instituted in 1987 as a bonus for the state's education coffers, it has instead served as a cover for the legislature to cut the general fund share for the 28 community colleges. The state general revenue fund's share fell from $2,826 per student in 1986, the year before the lottery, to $2,302 per student in 1993. That's a difference of $524, an 18.5% reduction. (Community College Times 3/8)

North Carolina Asks Colleges to Give Back Percentage

Each of North Carolina's 58 community colleges was asked to send back 1% of its budget to cover a projected decline in the number of course hours taken by students. The lower number of course hours is expected to result in a 3% decline in FTES, even though actual enrollment is down by less than 1%. The amount needed to cover the projected shortfall is $4.6 million, which the state got back from the budget reversions. (Community College Week 3/28)

How Colleges Are Coping

Ashland University (Ohio) - The university sent 6-inch cookies from its school kitchens to 20,000 prospects. (Los Angeles Times 3/31)

Hope College (Michigan) - The college sends oversized literature to potential applicants, calculated to stick out of the mailbox. (The Modesto Bee 3/31)

Michigan/Michigan State - Four years of tuition, fees, books, room and board for in-state students costs about $35,000. It's $42,000 for a similar education at the University of Michigan. (The Modesto Bee 5/23)

Montgomery College (Troy, N.C.) - A 1% budget takeback by the state led to a $27,000 budget loss and virtual elimination of the community service program (Community College Week 3/28)

Notable

Tuition, Aid Are Key to College Choice

One in three college freshmen surveyed last fall said that low tuition was a very important reason for choosing their school, the most students to cite that reason in the 28-year history of an annual survey of college freshmen by the Higher Education Research Institute at UCLA and sponsored by the American Council on Education. Just 17% of freshmen - the lowest level in the survey's history - considered tuition costs important in 1979; just 14% felt that way about financial assistance in 1976. For the first time in survey history, women are more likely than men to plan to pursue all types of advanced degrees. (Wall Street Journal 3/14)

Costs of Higher Education Soar

According to The College Board, the rising costs of attending college have surpassed the increase in family income available to pay these costs. The report stresses that the increase in tuition can be attributed to the shortfalls in non-tuition revenues, including shortfalls in state appropriations, faculty salaries, supplies and equipment. (CMA Advantage April issue)

Grant Development Takes Time, Expertise

A full-time proposal developer, with no other responsibilities, and a secretary, should be able to generate an average of one application per month. CEO's should expect that a proposal writer, with only proposal writing and no other duties, will obtain funding from one of every four applications submitted. CEO's need to make sure they provide a goal in dollar amounts in their yearly expectations of the resource development staff. Otherwise, development officers may generate funds from four of the 20 applications submitted but those grants may produce only $40,000. (Foundation Development Abstracts, NCCCF)

Minority Recruiting Campaigns Target Small Pool

College admissions officers say they are under great pressure to enroll more African-Americans, Asian-Americans and Hispanics to diversify their campuses. The pool of minority scholars is comparatively small. Only 1,691, or 2%, of black students nationwide scored at lease 600 our of a possible 800 on the verbal skills portion of the 1993 SAT test, as well as 8,646, or 11%, of Asian-American s and 2,292, or 3%, of Hispanics. That compares to 58,802, or 9%, of Anglo students. A 600 on both verbal and math are considered minimum scores for entrance into top colleges. Overheated recruitment of minorities has a down side. The American Council of Education reports that although colleges are enrolling more minorities, graduation rates of black and Latino students still lag far behind those of whites. (Los Angeles Times 3/31)

Religious Colleges Grow in Popularity

Enrollment at Christian colleges is growing faster than at comparable four-year campuses according to a researcher for the Christian College Coalition. In a study of student population from 1980 to 1990, enrollment at coalition colleges increased by 17%, compared with 13% among other private colleges. However, Christian colleges can cost more than others. Tuition at Seattle Pacific University is $11,979, three times the tuition at the University of Washington, where in-state undergraduates pay $3,376. At Seattle University, tuition is $12,150. (Seattle Times/The Modesto Bee 3/5)

College Students Owe $41.9 Billion

More than 12.5 million students are paying off college loans, owing $41.9 billion. In many schools, 70% of the student population must borrow. One survey said that the average undergraduate borrower carried away a $7,900 debt. Those who also borrowed for an advanced degree owed $31,000. (Associated Press, Hayward Daily Review, 3/8)

Experts Say Six-Figure College Bill Will Be Norm

If college costs continue to rise at an annual rate of about 6%, parents who intend to send their newborns to a public college can expect to pay about 107,000,according to the College Board's Annual Survey of Colleges. Average cost of a private school by then could be $223.000. (The Modesto Bee 5/23)

Public Schools

Fewer Teachers, No Sports in Plumas District

A budget proposal approved by the Plumas Unified School District board in Quincy will reduce the number of teachers by 15% and slash all sports funding. The board also voted to freeze staff raises, eliminate in-town busing and force administrators to be substitute teachers. The district must address a $2.2 million shortfall projected for next year. (The Valley Times 3/4)

March 15 Notices to Six in South Bay

In the Franklin-McKinley School District, four district nurses and two teachers were notified that they could be laid off because of budget cuts. (San Jose Mercury News 3/15)

Dublin Staff Suggests $300,000 Paring

Parents and teachers in the Dublin Unified School District have been told that students will be expected next year to get to and from athletic events on their own. Students will have to get to and from school without benefit of crossing guards. And programs for helping "at risk" students, or students who are habitually truant or have troubles at home, will be cut by $80,000. Trustees last month reduced proposed expenditures for next year by $193,000 and a district staff report suggests another $300,000 in cuts. (Valley Times 4/12) Trustees sent layoff warning notices on March 15 to three teachers holding 2.5 full-time jobs in preparation for possible implementation, depending on final budget figures. (Valley Times 3/23)

School's Entire Staff May Be Removed in SF

In a bid to rejuvenate troubled schools, San Francisco education officials plan to remove the entire staffs - teachers, cafeteria workers, everybody - of three problem campuses and start over from scratch. If a federal court approves, as expected, the "reconstitution" plan at the low-achieving schools, the three principals and about 200 other staff members could be transferred to schools around San Francisco. (Valley Times 3/5)

Oakland Reserves Increased in Preparation for Cuts

In a midyear report to the County Office of Education, the Oakland Unified School District gave a "qualified" opinion of its current $82 million budget, declaring reserves are higher than they've been in the past in anticipation of $5 million in cuts next year. The reserves are still below the state mandated 2% but, since the beginning of the year, the board has added $2.8 million to that fund. (Oakland Tribune 3/17)

Catholic School Enrollment Increases to 2.5 Million

Enrollment in Roman Catholic schools nationwide has risen for the third straight year with the biggest increase coming in California. The National Catholic Educational

Association says national Catholic school enrollment climbed by about 9,000 to more than 2.5 million this year. California recorded the biggest jump with 249,855 students this year, an increase of 2,333 from the 1992-93 school year. (San Jose Mercury News 4/12)

A Word About 'How Colleges Are Coping'

This is the 15th in a series of reports which examines how California colleges and universities are coping with difficult economic times. It is based on news accounts, correspondence, conference presentations and interviews, with sources noted at the end of each entry. The report is prepared by Kim Huggett, director of public information and marketing for the Chabot-Las Positas Community College District. For further information, call, write or E-Mail through Internet:

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How Colleges Are Coping

By Kim Huggett
Chabot-Las Positas Community College District
Report No. 16 • August 1994

College of Alameda - The city of Alameda's joint agreement with the Peralta CCD to build a $700,000 baseball stadium at the college was put in jeopardy when the East Bay Regional Park District, which controls the money for the project, told the city the original 1991 agreement had to be amended, putting the city and not the college district in charge of the stadium's scheduling. The district trustees have voted against the change. When the agreement was reached in 1991, trustees decided the Laney College baseball team would relocate to Alameda, freeing up land in Oakland for development. However, the board later voted against a proposal by Kaiser Permanente to buy Laney land for a hospital. The district has had a $2.6 million budget shortfall since 1991. (Alameda Times Star 5/26) The college could save about $30,000 annually in paperwork alone by switching from quarters to semesters this fall. (Oakland Tribune 6/1)

Antelope Valley College - The board of trustees approved a tentative budget of $21 million that, for the first time ever, cuts course sections. A shortfall of $1 million in state funding meant that the district had to cut $210,000 to maintain a 3% reserve. AVC will continue to have 22 vacant positions, under a hiring freeze. When teachers retire, their positions will not be filled. (Antelope Valley Press 6/15)

Allan Hancock College - The state will provide $1 million less in apportionment funding than anticipated this year, a 5% cut in the budget. Funds from unrestricted reserves will cover the loss, reducing the reserve level to 3.5% or 4% of the budget. (Staff newsletter 5/26)

American River College - The college mailed brochures to residents of the area near the Fair Oaks high school which houses an off-campus center, detailing 17 courses available in the fall semester. One week has been designated for registration and fee payment at the high school site. Textbooks can be purchased there when classes begin. (July Sunrise Center brochure) The college has also mailed a tabloid publication with campus course listings.

Bakersfield College - The college will join the Kern CCD campuses of Cerro Coso and Porterville in helping to offset past and future district budget shortfalls by taking reserves from the bookstore and cafeteria. (Bakersfield Californian 6/16)

Cabrillo College - The college has launched the largest fund-raising drive in its 35-year history by announcing $653,000 in donations, including plans to establish a child-care center. A philanthropist couple will provide $350,000 toward the center, which would serve students and staff members. The campaign aims to raise $3 million in three years. The district budget is $29 million. The student population has fallen from an all-time high of 14,373 in the spring of 1992 to just 12,654 a year later. (Santa Cruz Sentinel 6/14)

College of the Canyons - Seeking revenue sources, the district is seeking bids from non-profit organizations to lease 12 acres of college property on three parcels. To help manage and lease the parcels, the district created the Educational Benefit Corp. (Newhall Signal 6/27) The college foundation raised $4,000 from its annual corporate co-ed softball tournament. The tournament is one of four fund-raising events held by the foundation each year. The foundation's goal is to raise $280,000 for the year and funds apply directly to scholarships and other services that assist students. Special events such as the tournament and annual golf classic raise $50,000. (Newhall Signal 7/17)

Cerritos College - The new faculty contract carries no pay increase, but rescinds a 1% pay cut and a cap on overtime, which was approved last year. It also agrees to continue health, dental, vision and life insurance benefits and to pick up any premium increases. (Norwalk Herald 6/7

Chabot-Las Positas CCD - Seventeen instructors and two administrators accepted early retirement incentive packages. The instructors' retirements are expected to save the district more than $800,000 over five years, with part-time replacements in the first year and full-time replacements in the second year. The district is mailing 190,000 brochures to every residence, detailing late registration information for the fall semester, which begins Aug. 22.

Chabot College - The college's Budget Advisory Committee is examining several questions in its effort to develop a plan to replace equipment and supplies: how well utilized are computers in a particular room/lab?; what criteria is used for disbursing funds?; is leasing more cost-effective than purchasing?; should supply requests be reviewed from the perspective of cost of student per class?; and should programs receiving categorical monies also receive money for supplies from the institution? (Staff newsletter Hot Sheet, 5/26) More than 135,000 brochures were mailed in early August to every residence in the five main cities serving the college, detailing courses available and registration procedures.

Coast CCD - The district spent $62,000 for 150 newspaper ads as part of its fall semester advertising campaign for the three colleges. The ads feature students of Orange Coast, Coastline and Golden West colleges discussing personal goals such as university transfer, career changes and training in technical fields. (Staff interview 7/21, Los Angeles Times 7/15)

Columbia College - Rather than hire a replacement for its full-time athletic director/basketball coach, who took the team to the state championship last year, the college will hire an interim coach and not replace the AD position. (Modesto Bee 5/27)

El Camino College - The college is considering dropping 275 classes next year. The college has announced that 15 full-time positions would be filled by part-time instructors. In three years, 36 full-time positions have been dropped. (Community College Week 6/20)

Foothill College - The new college president - Bernadine Fong - wants to focus on a 10-year education plan which will reflect the changing job market. She also wants to continue to keep budget cuts, "as far away from the classroom as possible." Ninety percent of the college budget is in personnel costs. She also wants to work more aggressively with neighboring high schools. (Los Altos Town Crier 5/11)

Foothill-DeAnza CCD - The district faces an operating deficit between $2 million and $3 million as it develops the 1994-95 budget. Because of declining property tax collections, the district is expected to receive $3.8 million less from the state than initially budgeted. With enrollment impacting revenues and the student/teacher ratio impacting expenditures, the district has not been able to proportionately reduce the number of class sections while maintaining the budgeted average class size. The district began the year with an $8 million contingency budget, to be distributed over the year for negotiated salary improvements, capital and maintenance needs, and one-time budget allocations. It is estimated that $2.5 million will be needed to fund negotiated agreements with employees, and $3.5 million for capital maintenance, which leaves about $2 million to cover the year's expected revenue shortfall. (Los Altos Town Crier 6/15)

Gavilan College - The trustees joined their counterparts at Cabrillo and Monterey Peninsula colleges in urging that the planned CSU at Monterey Bay not offer lower division courses for the first three years. The district boards adopted a resolution asking that they bear the sole responsibility for teaching freshman and sophomore classes. (Santa Cruz Sentinel 6/14)

Grossmont College - To stimulate summer enrollment, the college will offer summer courses covering four, five and six week sessions. Courses will be offered in 40 departments, including 22 math classes and 16 English as a Second Language classes. (News release, 5/11) The college will host a free workshops to encourage adults 25 years of age or older to enroll. (News release 6/28)

Kern CCD - The district will issue letters to several banks to gauge interest in issuing a letter of credit. The district needs to find another bank to back a $27 million bond

issued in 1988. The district's arrangement with New York's Swiss Bank expires next March. The bank - which is pulling away from letters of credit - has issued a letter of credit guaranteeing bond holders payment if the district fails to meet its debt service. Although the agreement was for seven years, the district will be paying debt service on those bonds until 2018. In the past few years, the bonds have paid for things such as an academic center at Porterville College and a gym and playing fields at Cerro Coso College. (Bakersfield Californian 6/23)

Lake Tahoe Community College - Projections for the $5.5 million budget are that the college will receive about $39,000 less next year than during the 1993-94 fiscal year. The college intends to start a cross country running program for $6,000. Operational changes to the Child Development Center are expected to cut the subsidy of the facility from $80,000 to $20,000. Only 35% of daytime enrollment at the facility are children of college students. (Tahoe Tribune 6/28)

Las Positas College - The college has issued a request for proposals to seek a private contractor to operate its bookstore. It is believed that a private operator will provide the profits and support to help build a permanent bookstore facility on the campus. Previously, the college conducted bookstore operations through Chabot College. About 54,000 brochures were mailed in early August to every residence of the four main cities serving the college, detailing courses still available and registration procedures. With five weeks before courses begin on Aug. 22, headcount registration was 1% ahead of the 5-week point last year, with enrollments up 2.1% The college is switching from quarters to semesters and is starting one month earlier than in 1993.

Los Angeles CCD - The $316 million preliminary budget was based on the governor's proposed fee increase - rejected by the Legislature - and cuts in district administration. (Los Angeles Times 7/12)

Los Angeles Pierce College - The college held a fund-raising walk on July 4 in support of a renovation project at the campus farm. Proceeds will be used to reseed pastures, repaint barns and repair fences. Corporate donors will be given the opportunity to sponsor an animal on the farm and have the company name appear on a wooden cutout farm animal. (LA Pierce News 6/14)

Los Rios CCD - District advertising in the Sacramento daily newspaper lists all three colleges and emphasizes that, by spending the first two years at a community college, students can save from $2,600 to $7,000 in tuition and fees and still have guaranteed university transfer. (Sacramento Bee 7/25)

College of Marin - Instructors will set aside their salary increase to create a $200,000 scholarship fund. Their hope is that the fund will help bolster flagging enrollments. The scholarships will make available up to $400 per semester for new students taking a full load. The college has cut the equivalent of 2.5 full-time teachers for the upcoming semester and faces the prospect of cutting seven more by the spring of 1995. (Marin Independent Journal 5/28) The trustees voted to cut classes, programs and staff to balance the $29 million budget. Reductions include $146,000 across-the-board line item cuts for things such as pencils, paper and travel expenses. There was also a savings of $220,000 because the college is self-insuring its employee benefits. Classes were cut 3%, causing layoffs of several part-time faculty. The budget leaves the district with a $268,000 ending balance, or a 1.1% reserve.(Novato Advance 7/6)

Mendocino College - There could be as much as $300,000 cut from the $9 million budget for fiscal 1994-95. Initial estimates place the 1993-94 deficit at between $100,000 and $150,000. (Ukiah Daily Journal)

Modesto Junior College - To try an increase the number of students from low-income families, the college will use a Talent Search Program grant from the US. Department of Education to initiate high school mentor, field trip and counseling activities. (Modesto Bee 6/2) Within the next two years, Valley Commercial College will seek government recognition as a private junior college and then accreditation from the same regional agency that accredits MJC. The 400-student college has temporary approval to award two-year degrees and expects final approval shortly from the state Council for Private Post Secondary and Vocational Education. Valley Commercial compresses its two-year degree programs into 18 months and costs $8,500 per program. There is no charge for

books and supplies. Enrollment costs at MJC are $780 for the 60 units required for graduation with an AA degree. (Modesto Bee 8/31)

Monterey Peninsula College - The board of trustees joined their counterparts at Cabrillo and Gavilan colleges in urging that the planned CSU at Monterey Bay not offer lower division courses for the first three years. The district boards adopted a resolution asking that they bear the sole responsibility for teaching freshman and sophomore classes. MPC believes its programs could be harmed without a phase-in period. This blow would come on top of a 20% drop in students in 1993-94. (Santa Cruz Sentinel 6/14)

Mount San Antonio CCD - A group of six K-12 school districts hit a snag in court when they tried to wrest control of adult education programs from their neighboring community colleges, including Mt. SAC. At stake is the 1,750 a year in state money for each student in adult education. State law says community colleges must have agreements with neighboring school districts before starting adult education courses. The districts say those agreements lapsed several years ago. A superior court judge ruled that the school districts were not able to take over the adult education programs quickly enough and gave the school districts until Sept. 27 to bring the state board of education and California Community Colleges into the suit. (San Gabriel Valley Daily Tribune 6/29)

Ohlone College - Instructors and non-teaching staff want cost-of-living increases and a flexible benefits plan in 1994-95, according to separate proposals their unions submitted to trustees. The proposals represent the first step in negotiations that may last through the summer. The unions are already under contract, but are allowed to re-open negotiations on certain pay and benefit issues. The United Faculty of Ohlone and United Public Employees are asking that one-time salary increases they received for 1993-94 be made permanent, and that the college add another pay increase for 1994-95 to reflect the rise in the Bay Area's cost of living since July 1, 1993. The unions also want a "cafeteria" plan for benefits, in which medical, dental vision and life insurance options would be listed by cost and each employee would have a set amount of money to buy one option from each category. The public employees union is asking that its members' pay be based on a survey of Bay Area community colleges. (The Argus 5/11)

Pasadena City College - Property tax shortfalls have caused revenues to be cut in the past two years, meaning a budget loss of more than $2.5 million. During the past five years, the Foundation, along with the Grants Office, has raised more than $12 million for the college in grants, donations and pledges. Construction is underway on a five-story, 2,064-space parking garage. The $9.5 million project is being financed by certificates of participation to be paid back over 20 years from the parking fees generated by the garage. (Colleague, staff newsletter, May issue)

Porterville College - The new president - Bonnie Rogers - said she plans to work to improve the relationship between the community and the college, including visits to local high schools. (Bakersfield Californian 7/8)

Sacramento City College - The college has hired a dean of athletics, physical education and health as part of an athletics department reorganization. Another man has been appointed as the athletic director, adding to his duties as an assistant baseball and football coach. Until a retirement in the spring, the men's athletic director and dean of athletics positions were the same. There was also a women's athletics director position, held by an interim dean. Splitting the two positions won't cost the college more money and the new AD appointment is being considered a reassignment. (Sacramento Bee 7/22) The district board of trustees has voted to build a learning resources center at the existing site of the library, at a cost of $18 million. According to district figures, maintaining the existing 57-year old library would cost about $100,000 a year. Preservationists want to maintain the current site, but trustees are unsure if they could obtain financing to locate the new center on another site. (Sacramento Bee 5/24)

Saddleback CCD - A committee has been formed to help the district deal with a budget that has $4 million less to work with next year. The district will not have access to Teeter Funds, the one-time mechanism installed by the state last year to allocate delinquent tax, penalty and interest funds that have been collected. The $69.2 million budget contains the chancellor's prediction that a slight decrease in enrollment is projected next year. (Laguna Niguel News 5/26)

Saddleback College - Attorneys for a local running star have filed a $6.2 million claim against the college when she lost her right eye while running on the track after being hit with a golf ball from the adjacent college-owned driving range. Half of the 90-station golf driving range is open to the public and has been run by a management firm since it opened last fall. The company receives a flat fee plus a percentage if the course revenue exceeds its quota. The college expects to pay off the note with user fees. (Los Angeles Times 5/25)

San Joaquin Delta College - The board of trustees authorized the issuance of 1994 Tax and Revenue Anticipation Notes through the San Joaquin County Board of Supervisors in an amount not to exceed $3 million. The money will be used for cash flow to help the district, "through some tight months," while waiting for property tax receipts. Since property taxes are a substantially large component of the state apportionment process, the reliance on tax receipts to meet monthly operational costs has increased greatly. Summer headcount after seven days was 5,945, a 7.5% decrease from the summer of 1993. In units enrolled, however, the decrease was only 1.3%. A dozen employees volunteered to work in an information booth to help students during the first two days of the summer intercession. The tentative budget of $50 million is out of balance by $682,913, but was approved while waiting for the state budget picture to clear. (Delta Staff Notes 7/4)

San Jose City College - The college is sending a brochure to local business owners, asking for contributions to support education. In a letter to business leaders, the college president notes that the college is, "a major training facility" for San Jose business. (SJCC business letter 6/17)

College of San Mateo - The college will be responsible for cutting about $1 million from its 1994-95 budget. CSM administrators have eliminated the positions of dean of the business division and coordinators of apprenticeship programs, and cut from 12 to 11 months the assignments for coordinators of library services, counseling services, nursing and college re-entry and EOPS. These cuts should save about $100,000. The business faculty will merge with the creative arts division and report to that dean. (San Mateo Weekly 5/18)

San Mateo CCD - All three colleges have ordered widespread administrative cuts to cope with a projected $2.7 million deficit. (San Mateo Weekly 5/18)

Santa Monica College - Sixteen faculty members have taken advantage of a $30,000 early retirement incentive. The college has suspended the baseball team for 1994-95, but has reinstated men's volleyball. The baseball program was dropped because tight finances at West Los Angeles College forced it and SMC to scrap a joint team. The colleges had received approval from the Western State Conference to form a joint team, with SMC funding transportation, equipment, insurance and athletic trainer and West LA providing the head coach and facilities. A later joint venture is still possible. The move allows SMC to reinstate the men's volleyball team, which had been dropped, along with men's tennis, to honor Title IX requirements. The college has also added women's softball and women's soccer. (Staff newsletters 6/15, 7/27).

Shasta College - The new superintendent/president, Douglas Treadway, has given his commitment to strengthen relationships with community business leaders and their job market needs. Possible developments include establishing a new small business development center as well as regional partnerships with other schools and with industry for resource sharing. (North Valley Business Journal, May issue)

Sierra College - The Small Business Development Center will offer counseling to small business in the Tahoe area and rural counties under a $54,600 grant from the Small Business Administration. An additional SBA grant will be used to fund consulting programs for small manufacturing and research. (Sacramento Bee 7/13) The college's newspaper recruitment advertising opens with the headline: "Fees at four-year colleges just went up. Ours didn't. (Sacramento Bee 7/28)

Skyline College - In protest of a plan by the college president to reorganize the administration, instructors in the science/math/technology division turned away some students from summer school classes and said they would not participate in a

conference for girls or raise scholarship money. The crisis was averted after the plan was withdrawn. (San Mateo Times 6/23)

Solano College - Because of the state's property tax shortfall, the college's ending balance for 1993-94 was reduced by $500,000. That, coupled with a projected 4.5% shortfall for 1994-95 resulted in proposed budget reductions totaling $1,355,673. Reductions include: not filling the management positions of personnel director and assistant dean of counseling ($148,922); reducing classified hourly, classified and certificated subs and classified overtime by 50% ($142,141); reduce student help by 50% ($111,767); fill only three faculty positions in the fall, instead of six ($93,000); do not implement a 2% salary increase ($350,000); eliminate conference and mileage reimbursement budgets ($19,902); elimination of two classified management positions and 10 FTE classified positions and do not fill vacant classified positions ($329,941). (Staff interview 6/28, Fairfield Reporter 6/16)

State Center CCD - The district plans to live on roughly $1 million less in its 1994-95 operating budget. The district's $48.2 million tentative budget is about 2% below last years. Sixty-six course sections will be cut, positions frozen, fewer part-timers will be hired and it is expected that about 400 FTES will be lost because they cannot get the classes they request. The district is negotiating with full-time faculty and staff units, but has not budgeted money for raises. This year, the district cut back on spending to help cover a $1.8 million gap related to statewide property tax shortfalls. (Fresno Bee 6/20)

Ventura CCD - The Ventura County grand jury has accused the district of being among the state's worst in terms of fiscal management. The jury's report said the district has failed to maintain a prudent reserve to guard against the impact of expected state budget cuts, "as is being done in 59 of the 71 community college districts." (Los Angeles Times 7/2) The trustees approved a tentative $61.6 million budget, laying the groundwork for possible layoffs and more class cuts. The budget does not include a $1.6 million shortfall from declining property values. Facing a projected $3 million shortfall, the district already cut $1.4 million through early retirements and a hiring freeze. Over the past four years, the district has cut 11 teaching positions, 43 staff support positions and 16 management jobs. (Ventura Star Free-Press 6/22) The trustees approved a 1% pay raise for faculty, an amount that will cost the district $300,000. (Los Angeles Times 6/29) Summer enrollment is up nearly 15% over last summer, snapping a two-year decline. (Simi Valley Enterprise 6/30)

Community Colleges Lose $145 Million in Three Years

In the past three years, California community colleges have been subject to shortfalls of $24 million in 1991-92, $80 million in 1992-93 and an estimated $40 million to $59 million in 1993-94, for a three-year revenue loss of more than $145 million. (Newhall Signal 5/4)

Community Colleges Turn to Fundraising and Foundations

Fundraising for "resource-weary" community colleges will be the subject of a conference sponsored by the Network of California Community College Foundations in September. Presidents of 11 local community colleges will host the participants, who will hear from state Chancellor David Mertes. Subjects include annual giving, planned giving, alumni development and creative contributions. (NCCCF release 6/10)

Decrease in Transfers to CSU Reflects Cutbacks

Money is the major reason transfers to the CSU system dropped from 46,478 in 1990-91 to 40,980 in 1992-93, according to CSU dean of transfer Vivian Franco. "It doesn't matter what the segments do to improve transfer when you are forced to make dramatic staffing and program cutbacks due to a financial crisis. During that same period of time CSU's budget was cut $170 million and our undergraduate enrollment cut back by 33,000." (CCLC News July-August)

Air Force, Colleges Form Consortium

Using state and federal grants, American River College, Sierra College, Sacramento State University and UC Davis will form a high-tech consortium to conduct research at McClellan Air Force Base as part of a dual use concept to strengthen the future of the facility. The coalition will develop and market advanced microelectronics and electro-optics that can be used in medicine, agriculture, education and agriculture. (Sacramento Bee 7/15)

California State University

CSU Approves 10% Fee Hike

California State University trustees have approved a 10% fee hike, increasing the basic annual fee to $1,584. The increase will take effect for the fall term and is the eighth in a row since 1986, when CSU charged students $573 a year. The trustees had recommended a 24% fee hike for the 1994-95 academic year as part of a long-term strategy to make students pay charges that are about equal to a third of the cost of their instruction. But legislators, concerned that fees have gone up too much over the past four years, capped the increase at 10%. The 20-campus system's $1.55 billion budget for the fiscal year represents a $60 million increase over last year. (Los Angeles Times 7/21, AP/Hayward Daily Review 7/22)

CSU Layoffs Due in 1996?

The CSU system is at risk to absorb major cuts if a cash shortfall forces the Legislature and the governor to respond to the "trigger mechanism" in the budget that could go off as early as next February. The trigger could force CSU to cut $170 million in the spring of 1996, laying off 2,600 of the system's 12,000 faculty and another 3,600 staff members. That's the equivalent of closing the Long Beach and Los Angeles campuses. The trigger could be activated next year, however, if there is a significant cash shortfall in state government. (Education Beat 8/8)

Minorities Make Up Most First-Time Freshmen in '93

A report to CSU trustees shows that minority students make up a bigger chunk of first-time freshmen and community college transfers. The increase from the fall of 1990 to the fall of 1993 came despite a systemwide enrollment drop and a $170 million budget decline during that period. In the fall of 1993, 61% of first-time freshmen from California high schools were minorities. About 26% were Hispanic, 19% Asian-American, and 8.5% African-American. That compares with about 53% minority enrollment for first-time freshmen in the fall of 1990. Across the system, first-time freshman enrollment has dropped by about 24% since the fall of 1990. (Modesto Bee 7/26)

How Campuses Are Coping

Hayward - Women's swimming and diving, a victim of budget cuts in 1992, have been revived thanks to gender equity laws. The program, along with eight other sports, was dropped because of budget cuts. With the addition of swimming and the elimination of football in February, CSUH will field six female and four male teams next season. (Daily Review 6/25)

Monterey Bay- A year from now, from 700 to 1,000 students will attend the new CSU site at Fort Ord, increasing to 13,000 students by 2010, with a maximum of 25,000 by 2525. Critics maintain the university is ill-conceived, oversized and unneeded. The university will acquire 4.4 million square feet of buildings, including 23 modern dormitories and 54 other buildings that can be converted into classrooms, gyms and other facilities. The CSU system will get roughly 1,300 acres of the 28,000-acre base. It is valued at $1 billion. It is estimated the site will need $300 in building repair and a $48 million annual operational budget. (Sacramento Bee 7/4)

BEST COPY AVAILABLE

Sacramento - Eighty-two percent of all students hold jobs and take an average of seven years to earn a traditional four-year degree. Those students who graduate emerge with a debt of averaging $10,000. (The Sacramento Bee 5/22)

San Diego - A state investigator concluded that "it is not possible to determine" the exact amount of assigned teaching time at San Diego State, which has an annual teaching payroll of $65 million. State Sen. Tom Hayden charges that by assigning some students to independent study with professors who did not teach them, the campus is artificially avoiding having faculty teach more classes. (The Valley Times 6/2)

San Marcos - In spite of an expected classroom shortage due to rejection of Proposition 1C, a university advisory council has endorsed a plan for the admission of the first freshman class in 1995. Since the university opened in 1989, it has only accepted juniors, seniors and graduate students. The University Council backed a recommendation by the provost that the university admit fewer than the 1,000 freshmen planned and possibly accept fewer transfer students from community colleges as juniors and seniors. (San Diego Union 6/17)

Stanislaus - The new president plans to enlist nearby business and government leaders to tackle the problems of declining state funding for the university and rising student fees. She also plans to make the campus more attractive to midcareer professionals with executive training and joint doctoral programs with larger universities. (Modesto Bee 7/19)

University of California

UC Fees Increase 10%, For Now

Under a complicated compromise that shows the volatility of the California economy, UC students will face either a 10% or 18% tuition increase next year. The Board of Regents voted to approve a revision to the school's 1994-95 budget plan that would raise fees by just 10%, but students would be required to pay 18% more in the fall quarter. The catch is that the 10% increase in fees was enacted on the condition that the state Legislature does not pass midyear budget cuts. If cuts are made, the fees will remain at 18%. (Modesto/Sacramento Bee 7/16, Los Angeles Times 7/16)

UC Hires Media Consultant

The UC system has hired a $60,000 media consultant to help mend its image. Media reports about UC over the past two years often have dealt with rising student fees, an exodus of senior faculty through early retirement programs and raises for top executives. The vice president for university and external relations said the consultant would help with communicating more positive stories. (Sacramento/Modesto Bee 7/21)

UC Opposes Bill Guaranteeing College Entry

A bill that could make it easier for low-income students to get into a university is facing opposition from UC. Concerned about losing contro' over enrollment, UC officials are balking at SB 1672 by Sen. Gary Hart that would guarantee graduating high school students a spot at a UC campus if they attend a community college first. (Los Angeles Daily News 6/20)

UC Feels Crunch of Mass Early Retirements

President Jack Peltason has called an end to a series of early retirements that have eliminated one in five UC professors since 1991. Throughout the nine-campus system, the "brain drain" from the third round of retirements will result in a loss of 941 professors as of July 1. (Orange County Register 5/20)

Court Rejects Policy Requiring Retirement at 70

A former UC policy requiring teachers to retire at age 70 was ruled illegal by a state appeals court. The policy was in effect for nearly a decade, but was dropped last July in

anticipation of a federal law that took effect in January that prohibits colleges from setting mandatory retirement ages for professors. (Modesto Bee/AP, May 26)

Fee Increases Based on 'Affordability Model'

The UC regents, when they approved a $650, 17% fee increase this year, also adopted a "student affordability" model to define how much cash families and students should contribute to a college education. UC assumed that parents would pay about one-third of the $13,000 annual UC cost, and that students will contribute cash by working at least 15 to 20 hours a week during the school year. The strategy also assumes automatic student debt - about $12,000 after four years. The problem, students complain, is that the model assumes they will make $27,000 a year upon graduation to pay off the loans. (Sacramento Bee 5/22)

UC Claims Its Ag Programs Pay Off

Worried that budget cuts will slice too deeply into its agricultural research efforts, the University of California has released a study claiming its farm programs pump billions into the state's economy each year. The 117-page report traces what it calls the "payback" for basic and applied ag research at UC campuses and concludes that the state gets about a 20% return on every dollar spent. The states ag industry is now valued at about $18 billion annually. (San Francisco Chronicle 6/1)

UC Plans to Boost Aid to Minorities

The UC regents have endorsed a plan to spend an extra $1 million over the next two years to bolster efforts to help Latinos and African Americans qualify for admission to the system's nine campuses. Currently, the mix of students graduating from high school in California is about 49% white, 29% Latino, 11.6% Asian American and Pacific Islander and 7.3% African American. Only 4% of Latino high school graduates and 5% of African Americans qualify for UC admission, compared to 12.7% of whites and 32.2% of Asian Americans. (Los Angeles Times 5/20)

How Campuses Are Coping

Berkeley - The university has lost 452 professors, following the third in a series of early retirement incentives. (Orange County Register 5/20)

Davis - The university will lose three National Academy of Science winners and nine of the 11 faculty members that constituted its nationally-ranked dramatic arts program as the result of early retirement incentives. (Orange County Register 5/20) The average debt of all bachelor's degree graduates - including those who don't take out loans - is $12,000. (The Sacramento Bee 5/22)

Private Universities

California Culinary Academy - The publicly-traded cooking school is in the midst of a management shakeup. Some critics are concerned that by going public and exploring lucrative retail-licensing deals, the Academy is in danger of catering to the financial interest of stockholders over the educational needs of its students. Business ventures include a planned 26-part cooking show for television and a licensing deal whereby the Academy would give its seal of approval to a cooking product for a fee. (San Francisco Chronicle 5/27)

Stanford - Pinched by repair costs of the 1989 earthquake and cutbacks in government research funds, administrators are trying to cut $18 million over three years. (San Jose Mercury News 6/1)

Out of State

Tuition Rises in Nevada

Nevada's university and community college students will face tuition increases under a $259.5 million budget adopted by university regents. This fall, university students will

pay $58 per credit, up $2.50 over last year, and community college students will pay $30.50 a credit, an increase of $1.10. Out-of-state tuition will be $4,750 a year, up $450 from last year. (Modesto Bee 6/28)

California Teachers Look to Nevada

In each of the last five years, about 15% of new teachers hired by the Washoe County School District in Reno, Nevada have come from California. A healthier economy and better working and living conditions induces teachers to take up to 30% pay cuts in order to move, according to the district recruiter. (AP/Valley Times 7/9)

Notable

Student Borrowing is a Game of Chance

California students will borrow more money this year than they receive from all other forms of financial aid combined - evidence of a change in philosophy from government investment in its future work force to students investing in themselves. For more than a decade, tuition and fees at private and public universities have far outrun inflation. At the same time, the balance of college aid has been inching away from outright government grants to student loans. The Legislature approved a record $51 million addition to state grant aid last year. Yet getting a Cal Grant is left to chance. Only one in five students who met the Cal Grant need criteria actually received the aid this year - almost 106,000 students went without. (The Sacramento Bee 5/22)

Tight Times for Higher Education

US colleges and universities will be "leaner and meaner" by 2000, according to an American Council on Education report. *Campus Trends, 1994*, based on surveys of 406 senior academic administrators at two- and four-year colleges, finds: 38% say budget problems cause increased class sizes in introductory courses; 22% report increased teaching loads; fewer schools say their financial aid is adequate; 71% say reduced state support has forced greater reliance on tuition for revenue. (USA Today 7/25)

Health Care Benefits at Colleges Averages 6.1%

Higher education institutions spent an average of 6.1% of their payroll funds, or $1,793 per employee, for health insurance for their workers in 1990, according to a survey by the Teachers Insurance and Annuity Association. (Higher Education and National Affairs, ACE 7/11)

A Word About 'How Colleges Are Coping'

This is the 16th in a series of reports which examines how California colleges and universities are coping with difficult economic times. It is based on news accounts, correspondence, conference presentations and interviews, with sources noted at the end of each entry. The report is prepared by Kim Huggett, director of public information and marketing for the Chabot-Las Positas Community College District. For further information, call, write or E-Mail through Internet:

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How Colleges Are Coping

By Kim Huggett
Chabot-Las Positas Community College District
Report No. 17 • October 1994

College of Alameda - The college plans to hold a city-wide college night, in a joint effort with local high schools. It will open its student center to parents and students, as well as 50 other college admissions representatives. Traditionally, students here attend part-time and hold outside jobs. However, college officials said that trend is changing to show a shift to more full-time students. Fall quarter headcount was 5,716, a decrease of 2% from last year. (Alameda Times-Star 9/27) District trustees voted to move the college to the semester system by next fall. (Times-Star 9/28)

Allan Hancock College - The Restructuring Task Force will focus on reviewing instruction and business services. The trustees have asked the committee to consider instructional positions, including the administrator for community education, and return with recommendations. Statewide 1994-95 property tax projections mean a shortfall of $499,502. At the end of late registration, 7,790 students had registered for classes, 4,880 by mail. (By The Way staff newsletter, 9/2) The Facilities Advisory Committee is developing an educational master plan that will drive facility planning and the Budget Advisory Committee is studying the assumptions for the 1995-96 budget. The proposed budget projects a 4.45% reserve level, with total income of $22.6 million (By The Way, 9/30)

Antelope Valley College - While no programs or departments have been closed down, there are about 20 positions that won't be replaced in the foreseeable future. When a division dean retired, the job was combined with another dean's position. When the admissions and records dean retired, the vice president of student services took over that job. (CCLC The News August-September)

Bakersfield College - Plans for a satellite campus have been put off after the failure of Proposition 1C, which would have provided $1 million initial funding for a new campus southwest of Bakersfield on 160 acres of farmland. (Bakersfield Californian 7/27)

Butte College - College administrators are attempting to eliminate the electronics technology program - as was done at Cabrillo College last spring - in a budget-cutting move which would mean the layoff of two instructors. The issue has been appealed to an administrative law judge. The campus is facing $1.8 million worth of cuts for 1994-95. (Chico Enterprise-Record 6/24) The vice president of student services position was combined with the VP of instruction. When the facilities manager retired, his responsibilities were given to the director of maintenance and operations. Whenever instructional deans retired or left, their positions were combined with another. Hours of operation have been reduced in the library, media services and tutorial services. (CCLC The News August-September)

Canada College - College officials selected 30 freshmen from among volunteers to participate in Freshman Camp, an intensive, two-day overnight orientation designed at improving student success and retention. (San Jose Mercury News 8/20)

College of the Canyons - The college has begun a mailing campaign to attract more than 130 students to positions available in a program for displaced homemakers wanting job training and students entering nontraditional career fields such as women in construction. The New Horizons program offers child care, financial aid, parenting and study skills classes, free tutoring and a support group in the hope of keeping single parents and others in college. (Los Angeles Daily News 8/3) Donations solicited from private entities have helped fund a full computer laboratory, seven classrooms and two tutorial rooms dedicated to computer technology. The college foundation has found one $40,000 donor and two who gave $15,000. Six classrooms can be named for $40,000 apiece and the entire lab is available for a named sponsorship gift of $100,000. (Newhall Signal 9/18)

Chabot College - Budget reductions to the maintenance and operations unit will require that most custodians work the night shift so that they adequately clean the restrooms, locker rooms, cafeteria, classrooms, labs and others areas that directly support educational programs. Only one custodian will be available during the day and two in the evening to provide coverage while classes are in session. Custodians will only be able to clean faculty and staff offices once per week and staff requests to move items will have to be scheduled in advance so that the night shift can perform these duties. (Hot Sheet staff newsletter 8/22) The college is taking the opportunity presented by retirement of the athletic director and physical education department chairman to study the need for those positions.

Citrus College - The college has reduced costs about $2.5 million in its $25 million budget. Seven faculty jobs and 30 support staff positions were cut. There were also cuts in supplies, travel, equipment and maintenance. (San Gabriel Valley Daily Tribune 8/28)

Columbia College - First-day headcount was down "slightly" from last fall, with about 3,000 students. (Modesto Bee 8/13)

Compton College - The college has been notified by the Western Association of Schools and Colleges that it lacks necessary fiscal controls and needs more administrative stability before it can be accredited again. Administrators have until January, when the accreditation team meets again, to show improvement and an interim report must be prepared. The WASC wants implementation of recommendations it made last year, including imposing tighter fiscal controls. The action culminates two years of problems that began with a 1992 Department of Education report that uncovered questionable expenditures of public funds. College officials are negotiating with federal education officials who are asking for at least a partial repayment of the $500,000 they believe was misspent from 1989-91. (Los Angeles Times 7/21)

Cosumnes River College - During the last academic year, 740 students enrolled in 23 classes offered through distance learning. The Instructional Television Fixed Services unit has allowed the college to expand its fire technology classes and offer teleconferences to groups such as the California Board of Registered Nursing. The results of a survey taken in the spring indicate a high success rate among distance learners. Sixty percent said they would take other distance learning classes. (CRC Annual Report)

Cuesta College - During the summer, two administrative positions (career center, research) were eliminated and $221,426 in budget cuts made. Equipment allocations were reduced by $75,000, alteration allocations were cut $26,426, administrative positions were cut by $50,000 and general fund support to fee-based programs was cut by $30,000. Operating budgets were restored to 1993-94 levels and fall enrollments are "healthy". To protect the budget from a mid-year crisis, the administration has recommended that the district retain a deficit contingency fund of 2% of state and local revenue ($320,000). If mid-year deficits do not occur, these funds can then be directed into other expenditure categories. (Campus Communicator, August issue) One of the college's cash innovation awards went to the counseling services staff for launching the first countywide high school counselor's conference. Improved student recruitment is one of the goals. (Cuesta Connection, fall edition)

Cypress College - Nearly $820,000 was pared from last year's budget, leaving about $27 million for this year. (Los Angeles Times 8/24)

DeAnza College - A key element of the fall marketing campaign was an 11-week advertising effort on local movie theater screens. When current and potential students were surveyed after this type of campaign in the spring, 38% of the respondents said they remembered seeing advertising about DeAnza in local theaters. Of those who remembered seeing the message, 49% were nonwhite, 47% were from outside the college service area, and 52% were between 18 and 25 years old. The three messages used on the slides shown on the theater screens were: university transfer, the college fee monthly payment plan, and financial aid with education fee waivers. (CCPRO workshop presentation 10/7) The college is exploring the possibility of establishing telecourse-based degree programs in business, accounting and child development. (Community College Week 8/29)

Diablo Valley College - The college receives about 5,000 of the region's 8,000 high school graduates and is working on strategies to attract more. Methods include individualized color posters sent to career centers in the 18 feeder high schools, developed through Kinko's Copy Centers. The college is also working on increasing the number of continuing students, a category which has been dropping off since the imposition of the differential fee. (CCPRO workshop 10/7)

Evergreen Valley College - The college has made budget reductions, reorganized staff assignments and relocated programs. A student center fee initiative was passed which, when combined with a private contribution, will result in construction next year of a student center. The Partners In Education Program provides a connection with high school students to five college programs and stimulates matriculation. (President's Newsletter Fall 1994) A survey of 60 students by the public relations office showed that 46 would choose to attend Evergreen Valley again, if given a second choice. Half rated cafeteria food service as "inadequate" and 43 said they were impressed with campus student support services such as counseling. (CCPRO workshop presentation 10/7)

Fullerton College - The college budget was cut by more than $635,000, leaving $35 million for the upcoming school year. (Los Angeles Times 8/24)

Foothill College - A reorganization plan has vice presidents being replaced with five instructional deans. Increased recruitment and retention efforts have led to a 40% increase in the number of African American students. (Staff interview 10/7)

Foothill-DeAnza CCD - The board approved a $109 million budget using money from reserves to offset a $3.1 million deficit. Officials said the transfer was only a temporary measure as the district explores new ways to cut spending. The district will still have $6.8 million in reserves, still above the 3% the district is required to maintain. The district has worked to build reserves since a fiscal crisis in 1991, when an audit discovered the budget was off by more than $9 million. (San Jose Mercury News 9/13)

Gavilan College - The trustees unanimously passed a balanced budget on 9/27 that eliminated 17 positions, three of which were already vacant. Originally, the proposal included additional reduction in hours and work weeks of 45 positions. But the CSEA warned that the decision to reduce hours is a negotiable item and the board could not take unilateral action. Classified employees make up 35% of the workforce at Gavilan. The personnel department suffered a loss of 1.5 positions, in addition to the director having her position reduced to half time. Of the 17 eliminations, three will stay vacant: one security officer, one office assistant in administration of justice and one student employment specialist. Two other positions were going to be reclassified to custodian, but that process also falls under negotiations and was tabled. (Gilroy Dispatch 9/28) The college budget committee has recommended that all trustees reduced their fringe benefits from $6,000 to $5,200. (Gilroy Dispatch 9/23)

Golden West College - Through the efforts of the planning and budget committee, a target goal of 9,685 credit FTES has been set, to be met by the 1995-96 academic year. Planning statements have been adopted by the committee and recommended to the president stating that classified and administrative functions and positions would be reduced over time through attrition and without layoffs. Immediate implementation of these goals has resulted in a reduction of 5.7% of current class offerings over last year and a deliberate decrease in head count of 7%. However, the decrease in contact hours is only 2%, due to an increase in the number of full-time students (up 667 over the fall 1993). / For the first time in the 29-year history of GWC, less than half of the student body identifies itself as Caucasian. Four years ago, 8% were Vietnamese, this semester that figure is 25%. / (Staff Internet 9/29) The college is preparing to produce a video tape and other materials designed to recruit students from outside the US. They are examining materials used by other colleges and districts which recruit internationally. (Internet announcement 8/22)

Grossmont Cuyamaca CCD - The district office lost one of its three vice chancellors, Grossmont College lost a dean, the responsibilities of the security director have been combined with another position, and the chancellor served as president of Cuyamaca for a semester. (CCLC The News August-September)

Hartnell College - The college controller said the college miscalculated its cap for 1993-94 and owes the state $405,000. AB 973 allows Hartnell to defer payback for one year, but when the bill becomes due, Hartnell will have to pay installments of $135,000 to the state for three years. (Coast Weekly 8/3)

Irvine Valley College - In the past four years, the college foundation has raised more than $600,000 for computer equipment, books, athletic equipment and scholarships. An annual community awards dinner given by the foundation has raised up to $15,000 each year. The foundation scholarship program provides help to more than 5% of IVC students, with $75,000 given out last year. The foundation hopes to increase its contributions for computer technology to $250,000 this year. (Irvine World News 8/14) About 7,000 of the college's 9,000 students registered by telephone this semester

Kings River College - The Student Ambassador program employs students to serve as college representatives at local high schools. They provide admission information and registration assistance. The program employs up to eight students every year. The students work at college fairs, conduct campus tours and serve as hosts at receptions. (Reedley Exponent 8/4)

Las Positas College - The college opened its first-ever fall semester (converting from the quarter system) with a decrease in headcount of 4.3%, but an increase in enrollments of .9%. In response, the college took only a matter of weeks to put together a fall "intrasession," featuring popular university transfer courses. Privatization of the bookstore through Follett Books means a guarantee of $85,000 for the college based on $1 million in gross sales.

Long Beach City College - Citing two years of financial losses, the board of trustees have canceled all non credit classes for the year. Declining enrollment and rising administrative costs created a $263,000 deficit in the program the past two years. They estimated the program would lost an additional $86,000 this year. The 156 classes last year had an average enrollment of 12, but an average of 25 was needed to break even. (Los Angeles Times 9/1) The college has won a $1.7 million federal grant to, in part, address the fact that more than 35% of the students enrolled in fall 1992 didn't re-enroll in spring 1993. (Long Beach Press Telegram 8/26)

Los Angeles CCD - After a nine-month nationwide search, trustees picked the district's top fiscal officer, Neil Yoneji, as the new chancellor. He is widely credited with helping trustees cut administrative and other costs to keep the district solvent. He engineered a complex, controversial headquarters building swap last year that enabled the district to save money. (Los Angeles Times 9/9)

College of Marin - The college and local officials worked with Assemblymember Vivian Bronshag to successfully amend a bill to insure that Marin County would retain $5.8 million in local property taxes paid into the Education Revenue Augmentation Fund (ERAF). State community college officials had proposed transferring the funds to Santa Rosa JC in Sonoma County which had not received its full ERAF allocation. Marin officials countered that the state constitution requires all property taxes to be spent in the county where they are generated. The governor signed the bill Sept. 30 and the Marin County Board of Supervisors agreed that the college would receive about $533,000 from this fund to cover its state funding shortfall. About $300,000 will be given to Santa Rosa JC in recognition of district parcels in Marin County. (Staff interview 10/7) The trustees passed a budget which reflects reduced spending in most areas as well as a 3% cut in classes. The president said that if the state had met its commitment each of the last five years, the college would have more than $2 million, rather than $268,000 in the reserve fund. The budget projects expenditures of $24.2 million, a reduction in $213,000 from the previous year. (Ebbtide 7/12) The scholarship fund created when the faculty voted to defer its salary increase (See August issue of 'Coping') went into effect July 1. More than $108,000 was awarded in the fall semester to 400 students, including 175 continuing students who increased their course load to a full load. (Staff interview 10/7)

Merced College - Second-week headcount was 6,477, a 400-student, 6% drop from the fall of 1993. (Modesto Bee 9/5)

Merritt College - The public relations office helped turn a 25% decrease in headcount three weeks before opening day into a 1% increase at the first census with a cable television advertising blitz. Using MTV, BET, ESPN and CNN, the $5,000 campaign in Oakland used 15 30-second commercial spots to attract maximum attention. Psycho graphic surveys showed that the target populations were primarily TV viewers, only one in 20 would see a newspaper ad. One commercial stressed university transfer and the other focused on occupational training and job skills. (CCPRO workshop presentation 10/7)

Modesto Junior College - Though MJC has 13 new full-time faculty, staffing isn't at the level it was five years ago because some positions opened because of early retirements have not been filled. (Modesto Bee 8/13) Second-week headcount was 13,700, 260 more students than in the fall of 1993. (Modesto Bee 9/5)

Monterey Peninsula College - The board of trustees has approved the establishment of the Monterey Peninsula College Training Institute. The operation will provide training for businesses that need quick training for employees on subjects ranging from new computer programs to language acquisition. MPC's need for students and the funds they bring is strong. The school's student population has dropped since the Ford Ord closure. Its Fort Ord campus, now closed, served up to 1,500 students every eight weeks. There have also been discussions about the creation of a golf academy through the institute, which would provide seminars on the management aspects of golf. (The Monterey Herald 8/3)

Moorpark College - Language classes are in big demand, with 726 students - 8% of the student population - enrolled. Moorpark's math classes are 104% full, with instructors expanding their classes to take on more students. (Los Angeles Daily News 8/29) The college will accept bids for the horses which remain from its equestrian program, which was eliminated after the instructor retired. (Simi Valley Enterprise 7/14)

Mount San Antonio College - The board of trustees approved a $58.2 million budget that contains what could be the largest deficit in the college's history. It projects $58.2 million in expenditures, $51.4 million in income and a $6.8 million deficit. This is the third year in a row that the college has faced multi-million dollar shortfalls, with $5 million deficits in the past two years. The 1995-96 projected budget predicts that reserves, with the exception of a required 5% contingency fund, would be wiped out. To cut the deficit by $3.5 million, the college will study corrective measures such as improving efficiency and productivity as wells as possible cutbacks in programs and services./ The college hit its target with a 22,554 headcount - a 1% decrease from last fall - and an increase of .5% in weekly contact hours. (Board Briefs newsletter, August issue)

North Orange County CCD - The district expects to save $600,000 in administrative-related costs with the decision to eliminate all vice president positions at both Fullerton and Cypress colleges. The presidents of Cypress and Fullerton now have responsibility for all instructional and counseling deans. (Community College League's The News August-September)

Ohlone College - The annual community luncheon put on by the college foundation raised $20,000 for scholarships. (San Jose Mercury News 10/11) The foundation will supply an additional $40,000 for student aid, $39,000 for a campus computer network, $10,000 for college-community partnerships, $8,000 for faculty programs and $3,000 for counseling services. The support doubles the foundation support of last year, due mainly to a college-sponsored business roundtable that netted $150,000 last spring, compared to $82,000 in 1993. (The Argus 8/3)

Pasadena City College - The college experienced a slight decline in head count enrollment this year, with a first census credit enrollment of 21,756, compared with 22,414 the previous fall. More students are taking more units and the college estimates it is at least 2% over cap. The trustees granted the faculty and two classified units 2% salary increases, and other groups are still negotiating. Fourteen new full-time faculty and three new administrators the staff this fall. Two administrative positions remain on hold. A bid of $10.7 million was accepted for construction of the new Community Skills Center in East Pasadena, a 31-room facility for adult education, ESL, basic skills and vocational training. (Staff interview 9/28)

Peralta CCD - The Peralta Planning Project group has submitted 156 recommendations to the board of trustees for study. Included in the recommendations are a downsizing of administrative staff and a reduction in the number of colleges in the four-campus district. (CCLC The News August-September)

Rancho Santiago College - The district has a $2.6 million shortfall coming out of the 1993-94, an amount that will be covered by either state augmentation or the reserve fund, which is now $6.8 million. The total budget is $70 million. The library was closed for Saturday service last year, but has been funded for Saturdays in 1994-95. The bookstore, student services and admissions have had hours expanded on Fridays to 5 p.m., after budget cuts last year shortened Friday hours from 8 a.m.-noon. The district received about $10 million from the state to build a new business and technology building, but initial bids were at least 15% over the project budget. The state is being asked for up to $4 million more. (Staff interview 9/29)

College of the Redwoods - Three videoconferencing units, purchased with lottery funds, are in place at the district's three campuses. The units will make it possible for college groups to meet without the necessity of travel. Eventually, through grant funds and other initiatives, the district plans to deliver instruction electronically through distance learning hookups. Staff from the Mendocino Coast campus now must spend more than six hours in travel to attend a meeting at the Eureka campus. From the Del Norte campus, travel time is about 90 minutes. / Fourteen county residents have established an Endowment Board to support the Del Norte Campus. It will engage in fundraising for scholarships and equipment. The College Foundation will hold its 10th annual dinner and dance on Oct. 29. (Foundation News, summer edition)

Saddleback CCD - The trustees approved a contract of up to $50,000 with a firm to study the feasibility of building a third campus, located in San Clemente. Enrollment at the district's two college is expected to be more than 40,000 by the year 1999, a 31% increase from 1990. Saddleback College is expected to be built out before 2000. (Irvine World News 7/24) The foundation has canceled this year's fundraising "gala celebration" in order to refocus efforts on planned giving and estate planning. Fundraising events sill planned include a "Chocolate Sunday" in February. (Beat, staff newsletter, October issue)

San Bernardino CCD - The district office will become the fifth tenant at former Norton Air Force Base, once administrators can sell the current site. The district will sponsor a regional training center at the new site to attract business to the airport, working with employers to use college educational programs. (San Bernardino Sun 8/8)

City College of San Francisco - The board adopted a $101.2 million budget, leaving a balance of $500,989 unappropriated and $4 million in reserve. Careful fiscal management allowed the district to add $500,000 to its reserve. Credit classes will remain at the same level as last year. An equipment allocation committee will be formed to determine how $529,000 in categorical equipment funds will be spent. There was an across-the-board 5% reduction in supply budgets to reflect actual spending. The Budget and Planning Committee will continue to review the supply budget. (City Currents staff newsletter 8/19)

San Joaquin Delta College - The district sold $2,595,000 in Tax and Revenue anticipation notes to provide cash to assist the district in meeting its cash flow needs for 1994-95. The board authorized the seeking of an investment program which provides the best rate of return. In the past, the district left all operating funds in the county treasury for investment purposes. Most deposits were operating funds, as opposed to medium or long-term funds reserved for specific purposes. / The official budget of $52,363,692 includes a reserve balance of $4,496,653. (Delta Staff Notes 8/22) The budget was constructed with the provision that no one would be laid off, if at all possible. The budget was balanced by drawing $700,000 from reserves. (Delta Staff Notes 8/29) Enrollment on the 14th day of the term was up slightly, 1.3%, over enrollment at the same time last year. Staff Notes 9/19.

San Jose City College - The College Marketing Department conducted a survey of 31 day students waiting in the registration line during the first week of classes and 50% said they first found out about the college from friends and family. Only one said he was

influenced by a college advertisement. Another 30 evening students were polled, with virtually the same results. Most said they chose the college because it was close to home and most suggested that registration could be improved with either more staff or a telephone admissions process. (CCPRO workshop presentation 10/7) The college's director of school and community relations coordinates high school student recruitment efforts, develops strategies for fundraising, and organized the first alumni association. ((In Touch staff newsletter, Fall 1994)

College of San Mateo - The college has concluded a fundraising campaign aimed at students that generated 120 donations amounting to $2,400. Employees and the community will be included, but the college wanted to show that many students believe themselves to be also responsible for helping to support facilities and programs. (CCPRO workshop presentation 10/7)

San Mateo County CCD - The district office and the colleges have reduced a number of administrative positions and are, in some cases, sharing staff. The admissions and records dean at College of San Mateo is providing services to Canada College, where there is a supervisor of admissions and records. A dean of corporate and community education is working for both colleges. All three colleges, including Skyline, have eliminated other administrative positions, including the dean of counseling at Canada. In all cases, remaining administrators have assumed more responsibility. (CCLC The News August-September)

Santa Monica College - The board passed a $66.7 million budget, a 6% increase over last year's $62.9 million adopted budget. However, the college is vulnerable to revenue losses because the reserves are only $1.1 million, and most of that earmarked for special uses, leaving $128,000 for contingencies. The budget includes a 1.5% salary increase for faculty members and a proposed 1.5% increase for classified staff. Also causing concern is a 7.5% decrease in headcount, compared with fall 1993. Class offerings had been cut by 4%. (Missed Information newsletter 9/20) The college has suspended men's baseball for 1994-95 but reinstated men's volleyball. The baseball program was dropped because budget reductions at West Los Angeles College forced it and SMC to scrap plans for a joint team. The college has also added women's soccer this season. / The college concert band made 500 CDs and distributed them at area high schools as part of a student recruitment effort. (Missed Information staff newsletter 7/27)

Santa Rosa Junior College - The college is planning a $55 million expansion that includes a new library, computer technology center, a satellite campus and additions to an off-campus center. The plan would require up to $12 million in donations from the community and the rest from the state. (Press-Democrat 6/3)

College of the Sequoias - The $23.6 million 1994-95 budget includes no salary increases. Half of the 25% supply cuts have been put back in as a contingency to be allocated at a future time. The ending balance is 4.4%. / The grounds staff has been reduced from five people to three since 1987. (Board Summary 9/12) Operation of the college dairy has been turned over to a private contractor, which will save up to $30,000 in student and part-time labor expenses. The college will collect about $30,000 annually from the contractor, who will keep his cattle on the same location as the college. (Visalia Times-Delta 9/17) Due to budget cutbacks, there is no longer a college marching band. ((COS Sports Information release 9/7)

Sierra College - The college hasn't had a major building project for more than a decade, but now has two ready for construction if state funding becomes available. While officials remain optimistic about keeping both projects on schedule, the concern is over a $2 million gap between the low bid and the $10.5 million available for construction of a satellite campus. Bids for a $13 million learning resources center were $867,000 above the cost estimate. (Sacramento Bee 8/26). A four-week summer program brought more than 200 students in grades 5, 6, 7, and 8 to the campus to study math, science and technology. The academy concept is designed to expose the students to their local college campus. (Placer Herald 7/8)

Skyline College - A direct mail campaign was successful in generating students for Saturday college courses. (Staff interview 10/7)

Southwestern College - The college has sealed a $130,000 deal with Mexican national food and retail chain Gigante. The college will provide a customized certification course for Gigante's managers. (Daily Transcript 9/19)

State Center CCD - The 1994-95 budget reinstates $1.4 million that was proposed to be cut early in budget talks and is at the same level as last year. Nineteen one-year temporary faculty members were hired throughout the district and $300,000 was reinstated to the part-time schedule. All courses removed from the class schedule were returned as a result of the new hires. Budgets were augmented to include dollars that were originally taken out to be covered by lottery funds. This freed up lottery funds to be spent on specific decision packages. The district has tentatively settled a contract with classified employees, but is still negotiating with faculty. (Staff interview 8/18) The trustees also voted to shift district elections to even-numbered years. (Fresno Bee 8/3)

Ventura County CCD - Administrators disclosed another budget shortfall that more than doubles an existing deficit, even as fewer students enrolled at the three campuses. The newly discovered $1.4 million shortage will force the district to trim a total of $2.5 million from its $61.6 million tentative budget. Like the previous $1.1 million deficit announced in early August, the new shortage was blamed on declining property tax revenues. Enrollment has dropped districtwide almost 2% from a year ago. The hours of class time that students signed up for have also dropped slightly more than 1%. Since 1982, the district has eliminated five administrative jobs, 18 full-time faculty positions and 17 classified jobs. (Los Angeles Times 8/26)

Victor Valley College - The college's $20 million expansion project means a potential $100 million in economic rollover to the community, according to the superintendent/president. (San Bernardino Sun 8/26)

Vista College - Until hit hard by the impact of the differential fee, Vista had a student population of 50% degree-holders. Repackaging their approach has meant a concentration on successful weekend and PACE programs, creating degree programs for working adults. (Staff interview 10/7)

West Hills College - State Senator Phil Wyman has urged in a letter to President Clinton that the campus be the location for a training academy for 700 new Border Patrol officers proposed by the House Appropriations Committee. (West Side Advance 7/6)

West Valley-Mission Community College District - The district will lease 60 acres of surplus land in three parcels near Mission College, adjacent to Highway 101, in the hope of generating $2 million per year. The district has also decided to create an "advancement" foundation with an executive director to raise funds for both colleges. An existing foundation, which concentrates on scholarships and an arts "Olympiad," will continue to operate. (Staff correspondence, 8/30)

Yosemite CCD - The chancellor said money for instructional equipment has dropped dramatically this year. Instructors at Modesto Junior College and Columbia College have only $39,000 for classroom purchases, whereas a few years ago they would have received upward of $500,000. (Modesto Bee 8/13)

Yuba College - Trustees rejected a tentative agreement worked out between the faculty bargaining unit and administrators. The board felt the proposed contract was too expensive in that it added three steps to the salary schedule, restored salary schedules to adjusted levels prior to last year's cuts, and offered raises for the 1995-96 and 1996-97 years. The trustees directed negotiators to continue talks. (Marysville Appeal-Democrat 7/8)

California State University

Trustees Study 10% Fee Hikes

The CSU system may ask students for an extra 10% in fees and the state for up to 13% more in cash next year, according to planning documents for the 1995-96 budget. The CSU finance committee suggests an operating budget 5.8% to 10.8% bigger than this year. Trustees won't draft their state budget request until October, but Chancellor Barry Munitz said it would probably land in the range developed by the committee. This year, CSU's $2.18 billion budget reflects about $1.55 billion from the state and about $563 million drawn largely from student fees. For 1995-96, the CSU is considering a budget request of $2.4 billion. On the high end, that would call for an additional $203 million from the state's general fund and about $50 million from a 10% student fee increase. About $17 million from the fee hike would support financial aid programs. (Sacramento Bee 9/14)

How Campuses Are Coping

Sacramento - Fund-raisers have been hired by the university for each academic school and the library. The Hornet Athletic Foundation has raised more than $1.5 million for athletic scholarship funding since 1985. The university is reaching out to 120,000 graduates through a series of regional receptions to introduce them to the campaign. (Capital University Journal, fall issue)As part of its "Capital Campaign Challenge," the Annual Fund Committee is sending each alumni 25 personalized return address labels, asking for gifts of $25, $100, $250, "or whatever you can afford." (CSU Sacramento mailer, August)

San Diego - Enrollment peaked in 1989 at 35,582, but there were 26,201 students enrolled on opening day this year, down from the same day's count of 26,431 in fall 1993. College officials attribute declining enrollments to rising fees, which have more than doubled in four years. A full-time resident student paid $463 a semester in 1990. This fall, the fees went to $951. (The Daily Californian 9/4)

University of California

Three-Year Degree Idea Abandoned

Officials said that the three-year degree idea is no longer on the table because of severe drawbacks and a lack of interest by students and faculty. Three-year degrees could boost UC's capacity by about 20%, as the university prepares to take in 45,000 more students in the next decade. Other ideas still being considered include offering more advanced high school credit, expanding summer sessions, and additional charges for extra courses. Next year, UC plans to invest in distance learning, which relays instruction to students at a different site. (Oakland Tribune 9/23)

Record Numbers of Freshmen

After several years of declining enrollments, the University of California projected its largest incoming class of California residents in its 126-year history. Strong demand for slots and an easing of chronic budgetary problems that led to cuts in staff and classes appear to have contributed to record numbers of incoming freshmen, about 22,000. (San Jose Mercury News 9/20)

2,000 Took Early Retirement

In the past three years, about 2,000 faculty members have accepted early retirement packages at the nine campuses. UC estimates it has saved $200 million, but has no plays for a fourth year of incentives. (Associated Press, Modesto Bee 9/11)

How Campuses Are Coping

Berkeley - The college had 195 faculty members accept an early retirement package last year. It was the third consecutive year that the school offered golden handshakes, offers

which have now been accepted by more than one-fourth of the faculty, 453 teachers. The total for the nine-campus UC system is about 2,000. Retiring faculty at Berkeley account for $16.7 million in annual salaries. The savings will restore a 3.5% salary cut imposed on all employees since July of 1933, fund temporary academic support for students and recruit new faculty. (Modesto Bee 9/11) State funds that once accounted for 76% of Berkeley's budget shrank to less than half in 1990. That is down 37% this year. Faced with these cuts, the university has begun a fundraising campaign aimed at raising $1 billion by the end of the century. In 1990, 17% of all private support was from alumni, but that has increased to 40%. (The Valley Times 9/19)

San Joaquin County - Three area in this county are in the running for selection as UC's 10th campus, for which there is no building schedule or budget. The Regents are expected to pick a site next May. An edge may to Lake Yosemite, where the acreage would be donated by an educational trust. (Modesto Bee 9/17)

Private Universities

Christian Heritage College - This private church-related institution in El Cajon expects to have around 450 students this semester, an increase over 370 from last year. The enrollment manager said the fall enrollment is the largest in eight years, attributed to recruitment efforts, financial aid, new coaches, and inauguration of a women's basketball program. Tuition and fees for one year is $8,600. (Daily Californian 9/4)

Mills College - More than 860 undergraduates will attend classes at the Oakland campus this fall, up 5% from last year and the third increase in as many years. Four years ago, students protested to stop the school from going co-ed. (Associated Press, Modesto Bee 10/4)

University of Redlands - "Consolidation and concentration" to help contain cost increases, if not reductions, led to a new environmental studies program involving faculty from the humanities, social sciences and natural sciences. (CrossTALK, October issue)

St. Mary's - This small private college in Moraga placed seventh in a recent US News & World Report ranking of the 500 best regional colleges in the West. According to surveys, 87% of students who apply, do so because of faculty quality, 85% because of faculty accessibility and 83% because of the quality of the majors offered. The college reimburses faculty members for the cost of holding student gatherings in their homes. Faculty members also give out their home phone numbers. (Contra Costa Times 9/17)

Stanford University - Silicon Valley pioneers William Hewlett and David Packard have donated $77.4 million to the university to help finish a new science and engineering quadrangle by the turn of the century. It is the university's biggest monetary gift and one of the 10 largest ever in higher education. It equals one-third of all the money Stanford raised last year and brings to $300 million what the two entrepreneurs have given so far to their alma mater. (San Jose Mercury News 10/13)

Notable

Tuition Hikes Are Double Inflation Rate

The average tuition at America's four-year colleges rose 6% this year, twice the rate of inflation. It was the smallest increase since 1989, according to the College Board. Average tuition is now $11,709 at four-year private schools and $2,686 at four-year public schools, both 6% increases over last year. The cost of two-year private institutions rose 5%, to $6,511, and two-year public colleges, 4%, to $1,298. When room, board, books, supplies and transportation are added in, the average cost of a college education comes to $18,784 for resident students at four-year private colleges and $8,990 at public colleges. (AP/Contra Costa Times 9/28)

California College Students Amassing Huge Debts

One in five of California's 2.2 million college students took out loans last school year, borrowing a total of $1.7 billion, an increase of a half a billion dollars in one year. While borrowing is up among all college students, the number of public university students receiving federally guaranteed loans has doubled in the past five years. Now, 40% of UC and CSU students are taking out loans at rates that will leave them owing $15,000 or more after four years. At graduation, that large a debt would require $200 a month payments over the next 10 years to pay it back. As much as 40% of student fee increases are recycled in the form of aid, mostly for poorer borrowers. (San Jose Mercury News 9/26)

Less Than One-Third Graduate in Four Years

Less than one-third of the high school class of 1990 earned undergraduate college degrees with four years, down from 45% in 1977, when the National Center for Education Statistics began tracking graduation rates. Students at public universities tend to take longer to graduate than those at private colleges, many officials say, because of the higher cost of a private education. Graduation rates are also low at urban colleges, which tend to attract poorer students who work full or part time. (San Jose Mercury News/New York Times 9/26)

Colleges Reorganize and Restructure

"Campus Trends," a survey of the nation's colleges and universities, reveals that 80% of the administrators surveyed noted that their institutions have tightened the monitoring of expenditures; 71% have reviewed the mission of their academic units and increased scrutiny of academic programs; 64% have reorganized their administrative offices. In addition, 40% of all institutions have eliminated some academic programs. Even so, only 48% reported an increase in enrollment in the last academic year, compared with 63% the previous year. ("Campus Trends 1994," American Council on Education)

No November Bond Issue Vote in California

A $2 billion education construction bond issue ($1.5 billion for elementary and secondary schools, $500 million for higher education) became ensnared in a dispute between Democrats and Republicans over prison construction bonds and died on the last night of the California legislative session Aug. 31. In last June's primary voting, a two-year $900 million higher education bond issue failed by a margin of 52.6% to 47.4%, while a separate $1 billion K-12 measure lost by just 1%. This leaves the three public higher education segments with no state construction budget for 1994-95. The next chance to ask the voters for more building funds will be in the spring 1996 elections. (CrossTALK, October issue)

State Student Aid Director Resigns After Audits

The executive director of the California Student Aid Commission resigned Oct. 11 in the wake of federal audits that cited "serious management deficiencies," prompting $200 million in fines. The commission is responsible for administering state financial aid programs and $1.5 billion in federal student loan programs to 300,000 low- and middle-income students at California colleges and universities. (San Jose Mercury News 10/12)

A Word About 'How Colleges Are Coping'

This is the 17th in a series of reports which examines how California colleges and universities are coping with difficult economic times. It is based on news accounts, correspondence, conference presentations and interviews, with sources noted at the end of each entry. Notations citing "CCPRO" workshops indicate the information came from events sponsored by the Community College Public Relations organization, the California professional development organization of public information officers. The report is prepared by Kim Huggett, director of public information and marketing for the Chabot-Las Positas Community College District. For further information, call, write or E-Mail through Internet:

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